**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2019**

**MMC 102: EVOLUTION OF INDIAN MEDIA**

Time: **3 Hours** Total Marks**: 70**

*The figures in the right-hand margin indicate marks for the individual question.* All the questions are compulsory

1. Write short note on **any four** of the following: 5x4= 20

1. Mahatma Gandhi and his contribution to journalism in India
2. Broadcasting code in India
3. Press Trust of India
4. Growth of regional print media in Assam
5. All India Radio

2. Answer the following: 10x4=40

1. Discuss the current status of print media journalism in India with reference to market forces for readership competition.
2. Tracing the development of radio in India, discuss the relevance of radio as a medium of mass communication in the present media scenario in India.
3. Discuss the changing ownership pattern of the electronic news media in India and impact of privatisation in media industry in the country.
4. In pre-independent India, discuss the development of print media and its role in freedom movement.

3. Answer **any five** of the following: 2x5=10

1. Name two magazines published by Raja Ram Mohan Roy.
2. Write the full form of SITE and the year of its launching.
3. What is the Broadcasting Bill, 1997?
4. What is the name of the first radio club in India? When was it established?

**P.T.O.**

1. Mention the language of the following newspapers published by Mahatma Gandhi-
2. Harijan Sevak
3. Harijan
4. Harijan Bandhu
5. Indian Opinion
6. Write the full form of the following organisations?
7. RNI
8. ABC (India)

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