**TU/ CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2023**

**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.*

*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\**

1. ***Answer the following: (All questions are compulsory)***
2. Write an essay on the role of press in India’s freedom struggle.[12]
3. Discuss briefly the present scenario of press in the North-East India. [12]
4. Write an essay on the evolution of Communication from ancient to modern times. [12]
5. Discuss the evolution and growth of radio broadcasting in India.[12]
6. What is social media? Do you think social media has emerged as a powerful communication medium? Why? [4+8=12]
7. **Write short notes on any two of the following-** [5x2= 10]
8. SITE
9. Citizen Journalism
10. ICT in Mass Media

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9. Johannes Gutenberg
10. ICT in Mass Media

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