**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN 2022)**

**MMC/MAMCD 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 questions:
2. Write an essay on the role of press in India’s freedom struggle. 12
3. Briefly discuss 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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