**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING 2023)**

**MAMCD/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.*

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1. Fill in each blank with an appropriate word: 1x10=10
2. In the words of Wilbur Schramm mass media is thus \_\_\_\_\_which disperses communicative messages far and wide to its intended receivers.
3. The first ever radio broadcast in the country was made by Radio Club of Bombay in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
4. All India Radio’s unique service catering to the youth, Yuva Vani, was set up on and made its first transmission from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ station.
5. It was on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that television started in India with experimental transmission conducted from Delhi.
6. In 1975 \_\_\_\_\_\_\_\_\_\_\_\_\_ project and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ project were implemented to aid community development which made extensive use of ICT in the form of satellite communications.
7. In 2002, India launched its first educational radio station called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is also known as Guerrilla Journalism.
9. The Indian State Broadcasting Service was renamed as All India Radio in the year \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
10. \_\_\_\_\_\_\_\_\_\_\_\_ is an Indian edition of International Magazine, published by BBC World-Wide and TOI group.
11. Two Hindi news agencies are \_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_.
12. Write **short notes** on the following: 4x5=20
13. Yuva Vani
14. Propaganda
15. ICT
16. Audit Bureau of Circulation
17. Radio as a blind medium
18. Write **any four** of the following: 10x4=40
19. Discuss the significance of the development of the printing press and its impact on journalism and communication.

P.T.O

1. What is commercial broadcasting, and how did it impact radio in India?
2. What were the objectives of family welfare radio programs, and how did they contribute to public health awareness?
3. Discuss the characteristics of television as a mass medium.
4. How have ICTs influenced the media landscape in India?
5. What are the roles and characteristics of citizen journalism in contemporary media?

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