



Roll No.

Total No. of Pages : 02

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BA (JAMC) (2018 Batch) (Sem.-3)

**HISTORY OF MEDIA**

Subject Code : BAJMC-302-18

M.Code : 76745

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

**SECTION-A**

1. Write briefly :

- a) AIR
- b) Gramophone
- c) Post-emergency and media
- d) Yellow journalism
- e) FM radio
- f) Any two characteristics of changing readership in India
- g) Language press
- h) Meaning of autonomy
- i) Talkies
- j) Lithography



**SECTION-B**

2. *"Yellow journalism marked the beginning of a new brand of journalism"*. Do you agree? Justify your answer.
3. How did the Vernacular press in India contribute to the national freedom movement?
4. Write a note on Mahatma Gandhi as journalist.
5. What was the role of media in post-independence era?
6. Do you agree that *"Privatization has helped radio in India"*? Justify.

**SECTION-C**

7. Write a note on the evolution of AIR programming.
8. How have the advent of trans-nationals changed the world television programming?
9. Has the commercialization of programming made the television content more entertaining and informative?

**NOTE :** Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.