

Roll No.

Total Pages : 3

771102

January 2023

M.A. (JMC) - Ist Semester

Evolution and Emergence of Media (JMC-102-21)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Define Traditional Media. (1.5)
- (b) Define Community Radio. (1.5)
- (c) What are the new trends in Television? (1.5)
- (d) Write any *two* important Acts of Print Media. (1.5)
- (e) How Blogs are different from Micro blogs? Explain. (1.5)
- (f) Define convergence. (1.5)
- (g) What are the Radio features? (1.5)
- (h) What are the new trends in Print Media? (1.5)

771102/40/111/473

36 [P.T.O.]

- (i) Define Internet Radio. (1.5)
(j) Write the names of any *two* Radio Musical Programs. (1.5)

PART-B

2. (a) Give an account of Print Media during the colonial era and mention its contribution to the development of Print industry in independent India. (10)
(b) Write various forms of Traditional Media. (5)
3. (a) Distinguish the basic characteristics of Print, Electronic and New Media.? (5)
(b) How did the language Newspaper contribution to the National movement? Discuss its development in free India. (10)
4. What is Public Service Broadcasting? What are the main characteristics of Public Service Broadcasting? Write a detailed note on Private Broadcasting in India. (15)
5. (a) "Television channels induce the younger generation to adopt the western lifestyle."—Justify. (5)
(b) Explain the arrival of Television in India. Discuss the television as an agent of Social change before the invasion of private satellite channels. (10)

6. (a) Community Radio is becoming important during the recent years. What relevance does it have for rural areas? (10)
(b) What is Radio Drama? What are the features of Radio Drama? (5)
7. Write short note on following :
- (a) SITE.
(b) Blogs and Vlogs.
(c) Traditional Media *versus* New Media. (5×3=15)
-