

351102

December-2023

BA. (JMC) Ist SEMESTER

Introduction and History of Media (BJMC-102-23)

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) Who is the director of the year 1937 Film "Duniya Na Maane"? (1.5)
(b) Which T.V. programe is considered to be the longest running TV program? (1.5)
(c) Who was the first newsreader on Doordarshan, known for her iconic "Namaskar" greeting? (1.5)
(d) What is the theme of Pather Panchali Film? (1.5)
(e) Name two famous playwrights or artists associated with Indian folk theatre. (1.5)

- (f) Which dance form is known for its vibrant makeup and costumes and is popular in the state of Kerala? (1.5)
- (g) Which iconic radio program hosted by Ameen Sayani became immensely popular in India during the 1970s and 1980s? (1.5)
- (h) What role did music play in silent Indian cinema, and how was it incorporated into screenings? (1.5)
- (i) Write down the definition of Journalism. (1.5)
- (j) Which government body regulates radio and Doordarshan broadcasting in India? (1.5)

PART-B

2. (a) Discuss the importance of themes and stories in Indian folk theatre. (10)
- (b) What was the impact of the liberalization on the Indian radio industry in the 1990s? (5)
3. (a) Evaluate the role of All India Radio as a public service broadcaster. Give suitable answers to support your answer. (5)
- (b) Compare and contrast the traditional print media with digital journalism in India. What are the advantages and disadvantages of each medium in the contemporary media environment? (10)

4. Who were some of the notable filmmakers and studios during the silent era, and what were their contributions to Indian cinema? (15)
5. (a) How does Indian folk theatre differ from classical Indian theatre forms like Bharatanatyam or Kathakali? (5)
- (b) How Indian press contributed in the growth and development of India after Independence? What were the issues covered by the press immediately after getting freedom from British Raj? (10)
6. (a) Write a detailed note on the growth of the private channels in India. (10)
- (b) Discuss the major themes covered in the 1940's Cinema of India. Name some prominent director and Films of that era. (5)
7. Write a short on following *three* concepts :-
1. Concept of Fourth Estate.
 2. Contemporary issues in the Indian journalism.
 3. Explain the role of Indian journalism during the Indian independence movement. (15)