

351103

Mar. 2022

BA (JMC) I SEMESTER

Introduction and History of Media (BJMC-102-21)

Time : 90 Minutes]

[Max. Marks : 25

Instructions :

1. *It is compulsory to answer all the questions (1 mark each) of Part-A in short.*
2. *Answer any three 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) Puppetry. (1)
- (b) Advocacy journalism. (1)
- (c) Folk Media. (1)
- (d) Jatra. (1)
- (e) Yellow Journalism. (1)
- (f) Alternative Journalism. (1)
- (g) Vividh Bharati. (1)
- (h) Folklore. (1)

- (i) AM FM. (1)
- (j) Which movie received best film award in 67th National Film Awards in 2021. (1)

PART-B

2. (a) Write about the growth of Doordarshan and private channels in India. (3)
- (b) What do you understand by the term parallel cinema? (2)
3. (a) Write a note on growth of cinema in India. (2)
- (b) What are the various film genres? Explain with at least *one* example. (3)
4. Write the history of press in India in detail. (5)
5. (a) Explain the role of press in India's freedom movement. (3)
- (b) What are the latest trends in journalism? (2)
6. (a) What is traditional media? Name any *four*. (2)
- (b) Elucidate the concept of citizen journalism with an example. (3)
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