**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2021**

**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.*

*------------------------------------------------------------------------------------------*

1. Answer the following questions 1x5=5

1. Who was the editor of *Orunodoi*?
2. Who is considered as the father of Indian journalism?
3. Television was first introduced in USA in the year \_\_\_\_\_\_\_
4. Name any weekly newspaper started by Bal Gangadhar Tilak.
5. Which Hindi newspaper has the highest readership in India?

2. Write short notes on **any five** the following in about 250-300

words 5x5=25

1. Press Trust of India
2. Cable Television Networks (Regulation) Act, 1995
3. The Vernacular Press Act of 1878
4. Mahatma Gandhi’s contribution to Indian Press
5. Current news channels of Assam
6. Broadcasting Code in India

3. How did the role of Indian press change after independence? 10

Explain.

4. Give details of SITE and Kheda Communication Project. 5+5=10

5. Give a comparative account of the changes in content of television

programmes in pre and post cable TV periods in India. 10

6. Explain how radio served as a tool for propaganda during World

War II. 10

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