



WEST BENGAL STATE UNIVERSITY
B.A. Honours 3rd Semester Examination, 2019

JORACOR06T- JOURNALISM AND MASS COMMUNICATION (CC6)

HISTORY OF THE MEDIA

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.*

1. Answer any **five** questions from the following: $2 \times 5 = 10$

- (i) In the year 1930, All India Radio was known as
 - (A) Aakashwani
 - (B) Indian Broadcasting Company
 - (C) Indian Broadcasting Service
 - (D) Vividh Bharati
- (ii) Yellow journalism got its name from a
 - (A) Cartoon character
 - (B) Yellow kid
 - (C) Both (A) and (B)
 - (D) None of these
- (iii) A series of recorded audio episode on which audience can subscribe is known as
 - (A) Vodcast
 - (B) Podcast
 - (C) Sound forge
 - (D) Voice over internet protocol
- (iv) The major function of Television is to provide
 - (A) Entertainment
 - (B) Information
 - (C) Education
 - (D) All the three
- (v) The first issue of the India Gazette published in
 - (A) November 1780
 - (B) August 1880
 - (C) August 1947
 - (D) None of these
- (vi) What is lithography?
 - (A) A method of printing
 - (B) A system of local bodies
 - (C) Circulation of newspapers
 - (D) None of these
- (vii) The originator of the phrase “press is the fourth estate” is
 - (A) Edmund Burke
 - (B) Lord Macaulay
 - (C) North Cliff
 - (D) Rudyard Kipling
- (viii) What is the name of Ambedkar’s first newspaper?
 - (A) Harijan
 - (B) Bahishkrit Bharat
 - (C) Janata
 - (D) Mooknayak

2. Answer any ***four*** questions from the following:

$$10 \times 4 = 40$$

- (a) Write a brief note on the history of the press in India.
- (b) AIR attempts to reach every section of the Indian population through its different programmes. Do you agree with this view? Briefly discuss the nature and content of AIR programmes with examples.
- (c) Discuss the significance of the role of Ambedkar as a journalist.
- (d) Discuss and criticize the formation of Prasar Bharati Board.
- (e) Discuss about the contribution of language press in Indian Journalism.
- (f) F.M. has changed the face of radio broadcasting. Do you support this view? Give answer with reasons.

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