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[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 623

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Unique Paper Code : 2032181103

Name of the Paper : History of the Media

Name of the Course : Bachelor of Arts (Honours  
Course) Journalism – DSC

Semester : I

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. Both parts are compulsory.
3. Candidates have to answer ALL the questions in Part A and ANY THREE questions in Part B.
4. Questions in Part A carry 10 marks each and questions in Part B carry 20 marks each.

P.T.O.

**PART – A**

Attempt all **THREE** questions.

1. (a) Why Johann Gutenberg's invention was called the 'movable-type printing press'? Discuss its unique features.

**OR**

- (b) James Augustus Hicky's 'Bengal Gazette' declared that it was 'Open to All Parties, but Influenced by None'. Briefly discuss the statement.
2. (a) When was the name 'Akashvani' officially adopted by All India Radio? Discuss the factors that made AIR a dominant medium of entertainment until the advent of television in the 1970s.

**OR**

- (b) Do you agree with the opinion that India not allowing private radio broadcasters to publish their own news is a paradox in a democracy? Discuss.
3. (a) What is 'Camera Obscura'? Discuss the early photographic technique and its evolution.

**OR**

- (b) "The arrival of transnational Television channels such as MTV and Channel V and airing of different genres of programmes were viewed as a challenge to Indian culture, and identity".  
Comment.

### PART – B

Attempt any **THREE** questions.

4. (a) 'During early 19<sup>th</sup> century, both European and Indian editors had used print media mainly to propagate religious matters'. Discuss the statement in the context of Serampore Mission Press and Raja Ram Mohan Roy's journalistic practice.

### OR

- (b) How did the invention of the telegraph by Samuel Morse revolutionize long-distance communication in Europe? Briefly explain its impact on newspaper editing.
5. (a) Discuss how the evolution of All India Radio programming helped communities to receive relevant information on plans and policies of government during 1970's? Write your answer with suitable examples.



OR

- (b) What are the wide range of programmes that All India Radio' Vividh Bharati offers to its listeners? Discuss the various programme formats that address different age group audiences in India.

6. (a) What is a Cinematograph? Discuss the development of cinema, from the Kinetoscope to today's digital distribution in detail.

OR

- (b) Explain the early silent movies produced in India and comment on the movie Raja Harishchandra.
7. (a) What are the important provisions of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990? Explain them.

OR

- (b) "Objectivity, not sensationalism, should be the ideal of newspapers". Deliberate this declaration of B. R. Ambedkar and evaluate his journalistic contribution.