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(Held in 2022)

Paper : BMM-VC-1026

(Mass Communication and Media)

(Mass Media)

Full Marks: 60

Time: 3 hours

The figures in the margin indicate full marks for the question

1. Answer the following as directed:

1X7=7

- a) Name the founding editor of Orunodoi Newspaper.
- b) Mention two characteristics of Folk Media.
- c) The Calcutta General Advertiser was launched in the year.....
- d) Name the first foreign TV channel to start its operation in India.
- e) Television messages are transient in nature. (True/False)
- f) Who directed the first Indian Film?
- g) Name the first Assamese film made in colour.

2. Answer the following questions:

2X4=8

Write short notes on the following:

- a) New Media
- b) Human Communication
- c) Media Reach
- d) Media Access

3. Answer the following (any three):

5X3=15

- a) Discuss the salient features of New Media.
- b) Why Radio is considered as a mass medium? Comment.
- c) Define Mass Communication. Discuss the nature of 'mass' in mass communication.
- d) Discuss the role of folk media in disseminating developmental messages.
- e) Write an account of early history of human communication in your own words.

4. Answer the following (any three):

10X3=30

- a) Pen down a brief history of early years of Assamese journalism.
- b) Write a detailed history of telecasting operations in India.
- c) Elucidate how New Media has changed the entire gamut of communication in 21st century.
- d) Discuss the colonial history of newspapers in India with special reference to Hickey's Gazette.
- e) Analyse in your own words the present status of Radio broadcasting and operations in India.