



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 3rd Semester Examination, 2020, held in 2021

**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.*

1. Answer any **ten** questions from the following:

2×10 = 20

- (a) What is Morse Code?
- (b) Why do we remember B.R. Ambedkar?
- (c) What is SITE?
- (d) What is Prasar Bharati?
- (e) MTV.
- (f) When was AIR founded?
- (g) Who is the Chairman of Prasar Bharati?
- (h) What is Community Radio?
- (i) What is TRP?
- (j) Who is the editor of Times of India?
- (k) What is Krishi Darshan?
- (l) Name two educational programmes on Radio.
- (m) What is Yuvavaani?
- (n) What is Lithography?
- (o) Name two RJs and which radio station they belong.

2. Write Short notes on any **three**:

5×3 = 15

- (a) Yellow Journalism
- (b) Gandhi as a Journalist
- (c) Post emergency Press in India
- (d) Lithography
- (e) Readership Survey
- (f) Yuvabani.

3. Answer any **one** question from the following:

15×1 = 15

- (a) Trace the history of the colonial Press in India.
- (b) Trace the Development of Prasar Bharati in India and its recommendations.
- (c) How did Transnational Programmes bring commercialization of Television to India?

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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