

**Department of Journalism & Mass Communication
Guru Ghasidad Vishwavidyalaya, Bilaspur (C.G.)**

**MODEL ANSWER
PAPER CODE: AS-2564
MMCJ (First Semester) Examination, 2013
Paper- Second
Growth and Development of Mass Media**

Section-‘A’

Question-1

- (i) (d) Cave painting
- (ii) (d) Mirat-Ul-Akhabar
- (iii) (d) Bombay Darpan
- (iv) (c) Amrit Bazar Village
- (v) (d) Searchlight
- (vi) ((c) Maharaja of Mysore
- (vii) (d) 1959
- (viii) (c) 1976
- (ix) (d) Pune
- (x) (c) NDTV

Section-‘B’

Question No. 2: In the answer of this question following points should be included:

Information regarding traditional communication system and their qualities and limitations, impact of printing press on traditional communication system, abilities of new mass communication system etc.

Question No. 3: In the answer of this question following points should be included:

First of all life of Raja Ram Mohan Roy,

His activities as a journalist,

His social reforms like Sati-Pratha with the help of Samvad Kaumudi, Mirat-ul-Akhabar,

His political reforms etc.

Question No. 4: In the answer of this question following points should be included:

Invention of radio by Guglielmo Markoni in 1894 and in India from radio clubs to Indian Broadcasting Company, Indian Broadcasting Service, All India Radia, Aakashvani, Vivid-Bharti, separation from Doordarshan and FM revolution.

Question No. 5: In the answer of this question following points should be included:

Details regarding Satellite Instructional Television Experiment, their replication and geographical detail, types of programs, their impact on Doordarshan as well as on Indian society.

Question No. 6: In the answer of this question following points should be included:

Change from terrestrial to digital channel, end of Doordarshan's monopoly, reach, accessibility, increase in number of channels, viewership and quality of programs.

Question No. 7: In the answer of this question following points should be included:

Importance of television in education from Doordarshan program to Gyandarshan and now as many as 50 educational channels is going to be aired.

Give logical arguments to support your opinion in your answer.

Question No. 8: In the answer of this question following points should be included:

Diversity of Indian society is a very good land for documentary making because with the help of documentary a developing society can change very fast and it can focus on important issues regarding social, political and economic issues.

Lack of technology, lack of skilled persons, lack of social awareness about documentary.

Signature of Concerned Teacher
(Dr. Vinay Bhushan)

Signature of HoD