



DOON UNIVERSITY,
End Semester Examination,

DEHRADUN
December, 2016

6/12/16

School of Communication
2-Year M.A. Communication (Specialisation)
Development Communication & Media Studies
Media Technologies and Public Policies, COMM-623

Time: 3 Hours

Maximum Marks: 50

SECTION: A

Attempt any three questions. Each question carries 5 marks. (200-250 words each)
(Marks: 5X3=15)

1. List out the key regulations of the Cable Networks Act, 1995.
2. The internet blurs the distinction between individual and mass audience. Comment.
3. What are the main provisions of the Information Technology Act, 2008?
4. What role did radio play in the politics of the United States in 1920s?
5. Media technologies both enable and limit human action. Discuss.

SECTION: B

(Attempt any two questions. Each question carries 10 marks. (400-500 words each)
(Marks: 10X2=20)

1. What are the salient features of radio legislation in India? How can one improve the functioning of the community radio stations?
2. In the post cold war era, media technologies have been used as weapons during war times. Comment.
3. The Supreme Court in a landmark judgement in 1995 held that airwaves or frequencies are public properties. Comment.

SECTION: C

Attempt only one question. The question carries 15 marks. (600 words minimum)
(Marks: 15X1=15)

1. What are the challenges in the implementation of the Digital India Plan? Can demonetization drive India smoothly towards a digital economy?
2. Has broadcast regulation and a comprehensive media policy in this regard been successful in India given that a plethora of guidelines have been formed for different media activities in the country?