



14-12-2015

DOON UNIVERSITY, DEHRADUN
End Semester Examination, First Semester, 2015
School of Communication

M.A. Integrated Communication, 5 Years
Course: COMM-104: Development of Media

Time Allowed: 2Hours

Maximum Marks: 50

SECTION: A (Short Answer Type Questions to be answered in about 250 words. Attempt Any Five Questions.

(Marks: 6X5=30)

1. Discuss the role of press in independence movement.
2. Explain the reasons of expansion of newspaper industry in past two decades.
3. Discuss the changing role of news media in contemporary society.
4. Explain the relevance of folk media? Why it should be conserved?
5. Describe the prospects and problems of press in India.
6. Why English and vernacular language press had different approach towards British colonialism in pre independent India. Give reasons.
7. Write a short note on 'Historical Legacy of the Tribune'.

SECTION: B (Long Answer Type Questions to be answered in about 500 words. Attempt Any Two Questions.

(Marks: 10X2=20)

1. Discuss the contribution of Raja Ram Mohan Roy to the Indian journalism.
2. What is the role of media in society? Do you think Indian media has served the interests of our nation well after the independence?
3. Discuss the problems of Indian Film Industry.