

FYBAMMC/SEM II/REG/History of Media

Marks:30

Time: 1 hr.

- Note:**
1. Draw neat diagrams wherever necessary.
 2. Figures to the right indicate full marks.
 3. **Question. 1** is compulsory.
 4. Attempt **any 1** from Q.2. and Q.3.
 5. Each question carries **15 Marks**.

Q1. Answer the Following (Any 1) [15]

- a) Examine the rise of Hindi language newspapers in post-independence India. What role did they play in shaping regional consciousness and empowering the masses?
- b) Examine the role of family values, religion, and caste in shaping advertising campaigns in India.

Q2. Answer the Following (Any 1) [15]

- a) Analyze the contribution of Bollywood (Hindi cinema) to Indian culture and society.
- b) Describe the evolution of filmmaking in India from its origins in photography to moving films.

Q3. Answer the Following (Any 1) [15]

- a) Analyze the impact of privatization on Indian broadcasting. How did the entry of private channels like Zee TV, Star Plus, and others impact the media landscape in terms of programming and competition?
- b) Explain how did globalization change the nature of advertising in India?