



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 2nd Semester Examination, 2023

CC3-MASS COMMUNICATION AND JOURNALISM

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any four questions

3×4 = 12

1. Who is known as the liberator of the Press and why?
2. Explain the term Telegraph.
3. Mention briefly the contents of the Bengal Gazette.
4. What is Morse Code and who invented it?
5. Who were the founding editors of The Hindu?
6. When was the Vernacular Press Act imposed and by whom?

GROUP-B

Answer any four questions

6×4 = 24

7. Provide a brief history of Radio broadcasting in India.
8. Elucidate the role of internet as a medium of mass communication.
9. Write a brief history of "The Statesman".
10. Explain the role of Gandhi as a journalist and communicator.
11. Outline the role of James Silk Buckingham as a journalist.
12. Explain Tilak's role as a journalist.

GROUP-C

Answer any two questions

12×2 = 24

13. Would it be fairly accurate to state the Bengal Gazette edited by James Augustus Hickey as the first newspaper of India? In this context explain the role of James Augustus Hickey.
14. Explain clearly the contribution of Raja Ram Mohan Roy as a social reformer and a journalist.
15. Outline the history and growth of TV broadcasting in India.
16. Enumerate the role of Charles Metcalfe regarding the Freedom of Press in India.

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