

Enrollment No: \_\_\_\_\_

Exam Seat No: \_\_\_\_\_

# C.U.SHAH UNIVERSITY

## Summer Examination-2018

Subject Name : Introduction to Media

Subject Code : 4AH06ITM1

Branch: B.A. (English)

Semester: 6

Date : 09/05/2018

Time : 02:30 To 05:30

Marks : 70

Instructions:

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
- (2) Instructions written on main answer book are strictly to be obeyed.
- (3) Draw neat diagrams and figures (if necessary) at right places.
- (4) Assume suitable data if needed.

**Q-1 Attempt the following questions: (14)**

- a) Who is generally credited to be the father of Television ?
- b) What is Doctrina Christa ?
- c) In which year the first television broadcast was started ?
- d) Who is known as a father of Radio ?
- e) In which year the term 'Blockbuster' began to appear in the American press.
- f) Originally "cameo role" meant.....
- g) The German word "Fernsehen" was first used in 1890, by the physicist.....

- |                     |                           |
|---------------------|---------------------------|
| a) Eduard Liesegang | c) Constantin Perskyi     |
| b) Boris Rosing     | d) A. A. Campbell Swinton |

h) In Germany, who has built the first "flying spot" cathode-ray tube?

- |                        |                     |
|------------------------|---------------------|
| a) Boris Rosing        | c) René Bartholemy  |
| b) Manfred von Ardenne | d) John Logie Baird |

i) **Match A with B**

- |         |  |
|---------|--|
| a) 1959 | 1. Government sanctions a huge expansion of Doordarshan                        |
| b) 1976 | 2. Doordarshan, which was AIR's television arm, becomes a separate department. |
| c) 1975 | 3. SITE programme starts.  |
| d) 1983 | 4. Television started in India as an experiment.                               |

- a) A-2, B-3, C-4, D-1    b) A-4, B-2, C-3, D-1    c) A-4, B-3, C-2, D-1  
d) A-4, B-1, C-3, D-2

j) Name the event which slowed down the development of television.



- a) Second World War b) First World War c) Crimean War d) Gulf War
- k) According to The Oxford English Dictionary the term ‘Cameo role’ means?
- A short literary portrait
  - A miniature carving on a gemstone
  - A small character part that stands out from the other minor parts
  - Usually involve an established character from another work
- l) What is the full form of the term ‘ADHD’
- Attentive Deficit Hyperactivity Disorder
  - Attention Deficit Hyper Disorder
  - Attention Deficitive Hyperactivity Disorder
  - Attention Deficit Hyperactivity Disorder
- m) Which country was the first to invent the art of printing?
- U.S.A.
  - Britain
  - China
  - Germany
- n) India's second soap opera was.....
- Balika-vadhu
  - Hum Log
  - Yeh Rishta Kya Kehlata Hai
  - Kasoti Zindgi KI

**Attempt any four questions from Q-2 to Q-8**

- Q-2** Explain the history of printing across the globe with example of Doctrina Christa. (14)
- Q-3** Compare traditional media with print media alongwith their advantages and disadvantages. (14)
- Q-4** **Write Short notes on the following :** (14)
- Explain the time-line of the television in brief.
  - Discuss the short history of Radio
- Q-5** Discuss the impact of Print media on freedom movement in India (14)
- Q-6** **Write Short notes on the following :** (14)
- Zapper
  - Digital images
- Q-7** **Write brief answers of the following :** (14)
- Pulp Fiction
  - Color Television
- Q-8** **Write short notes on the following:** (14)
- Soap opera
  - Evolution of newspapers in India

