**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2019**

**MMC 403: COMMUNITY MEDIA**

**Time: 3 Hours Total Marks: 70**

*The figures in the right-hand margin indicate marks for the individual question*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

1. Explain the following within 30-40 words each: 2x5=10

1. Participatory Communication
2. Social Empowerment
3. Social Activism
4. Marginalisation
5. Community and Society

2. Write short notes on **any three** of the following within 200

words each: 7x3=21

1. North East India
2. Community Radio
3. Characteristics of Community Media
4. Behaviour Change Communication (BCC)

3.Answer **any three** of the following in 500 words each:

13x3=39

1. Explain the evolution and growth of community radio and video in India with special reference to the North East India.
2. How do you understand “Communication for Social Change” and “Communication for Social Empowerment” ?
3. Explain the provisions and procedure for obtaining a license to start a community radio station in India.
4. It is believed that community media can only facilitate development faster as compared to Mass Media in the North East. Analyse.

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