**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2023**

**MMC /MAMCD 403: COMMUNITY MEDIA**

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

*The figures in the right-hand margin indicate marks*

*For the individual question*.

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1. **Write short notes on any five: 2x5=10**
2. Public Sphere
3. Theatre of the Oppressed
4. Participatory Video
5. Community Newspaper
6. Location based communities
7. Media Plurality
8. **Answer any five questions: 12x5=60**
9. Analyse the role of community media in promoting democratic participation and active citizenship.
10. Evaluate the impact of community radio on local communities, focusing on its role in promoting social cohesion, cultural expression, and grassroots development.
11. Explore the use of puppetry for social change in India, discussing its historical roots, different forms, and its role in addressing social issues and promoting cultural expression.
12. Examine the challenges and opportunities facing community media in the digital age. Discuss strategies for ensuring the sustainability and effectiveness of community media initiatives in a rapidly changing media landscape.
13. Compare and contrast community media and mass media in terms of ownership, management, reach, access, participation, content creation process, and revenue model.
14. Evaluate the effectiveness of using entertainment education as a strategy for addressing social issues and promoting behaviour change through community media.

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