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**PRESIDENCY
UNIVERSITY**

School of Media Studies

Mid-Term Examinations - Nov 2024

Semester: III

Date: 06-11-2024

Course Code: BAJ3036

Time: 11:45am – 01:15pm

Course Name: Indigenous Media and Story Telling

Max Marks: 50

Program: BAJMC

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

5Qx2M=10M

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|----------|--|----------------|-----------|------------|
| 1 | What is Indigenous Media | 2 Marks | L1 | C01 |
| 2 | Give an Example of 5 folk media | 2 Marks | L1 | C01 |
| 3 | What is the Nature of colonial Media | 2 Marks | L1 | C01 |
| 4 | What is the Impact of Colonial Media | 2 Marks | L1 | C01 |
| 5 | Importance of community media in rural development | 2 Marks | L1 | C01 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

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|------------|---|----------------|-----------|------------|
| 6a. | Importance of storytelling in Folk Media | 3 Marks | L2 | C02 |
| 6 | 6b. What do you mean by storytelling ' | 3 Marks | L2 | C02 |
| 6c. | How do indigenous values shape storytelling and communication ? | 4 Marks | L2 | C02 |

OR

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|------------|---|----------------|-----------|------------|
| 7a. | How does indigenous media affect our society ? | 3 Marks | L3 | C03 |
| 7 | 7b. What role does oral tradition play in indigenous story telling ? | 3 Marks | L3 | C03 |
| 7c. | What do you mean by oral tradition ? | 4 Marks | L3 | C03 |

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|----------|------------|--|----------------|-----------|------------|
| | 8a. | What is the difference between indigenous media and folk media ? | 3 Marks | L2 | C02 |
| 8 | 8b. | What role does technology play in amplifying indigenous voices ? | 3 Marks | L2 | C02 |
| | 8c. | How many indigenous communities are there in India ? | 4 Marks | L2 | C02 |

OR

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|-----------|-------------|--|----------------|-----------|------------|
| | 9a. | Name two indigenous communities in India | 3 Marks | L3 | C03 |
| 9 | 9b. | Explain any two indigenous communities in India | 3 Marks | L3 | C03 |
| | 9c. | Write about one festival of your own state | 4 Marks | L3 | C03 |
| | 10a. | Is it important to preserve folk media if yes how will you do it | 3 Marks | L2 | C02 |
| 10 | 10b. | Role of elders as knowledge keepers in preserving indigenous media | 3 Marks | L2 | C02 |
| | 10c. | Difference between symbolism and metaphor in Folk media with example | 4 Marks | L2 | C02 |

OR

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|-----------|-------------|--|----------------|-----------|------------|
| | 11a. | Significance of performance in indigenous narratives | 3 Marks | L3 | C03 |
| 11 | 11b. | How can the young generation know more about their cultural significance? | 3 Marks | L3 | C03 |
| | 11c. | What are the core values that shape Indigenous storytelling in Indian tribal communities? | 4 Marks | L3 | C03 |
| | 12a. | Name two Indigenous media outlets in India | 3 Marks | L2 | C02 |
| 12 | 12b. | Define 'oral tradition' in the context of Indian Indigenous communities. | 3 Marks | L2 | C02 |
| | 12c. | Mention one historical impact of colonial media on the portrayal of Indian Indigenous peoples. | 4 Marks | L2 | C02 |

OR

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|-----------|-------------|---|----------------|-----------|------------|
| | 13a. | What roles do symbols and metaphors play in traditional Indian Indigenous storytelling? | 3 Marks | L2 | C03 |
| 13 | 13b. | Identify two challenges faced by Indigenous media in India. | 3 Marks | L2 | C03 |
| | 13c. | How have Indigenous media platforms helped preserve local languages in India? | 4 Marks | L2 | C03 |