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Name.....

Reg. No.....

FIRST SEMESTER M.C.J. DEGREE EXAMINATION, NOVEMBER 2018

(CUCSS—PG)

M.C.J.

MCJ 1C 02—MASS MEDIA HISTORY

(2014 Syllabus Year)

Time : Three Hours

Maximum : 36 Weightage

Part A

1. Write short notes on any *six* of the following questions. Each question carries 2 weightage.

- (a) UNI.
- (b) Vernacular Press.
- (c) A.K. Chanda Committee.
- (d) The Hindu.
- (e) ABC.
- (f) Travancore Radio.
- (g) Press Council of India.
- (h) Rajyasamacharam.

(6 × 2 = 12 weightage)

Part B

*Answer any four questions.
Each question carries 6 weightage.*

2. Gandhiji is known for his prolific writing. Comment on his journalistic writing.
3. Describe the origin and expansion of television network in India.
4. Explain the role of Press during the freedom movement.
5. Explain the role and relevance of community radios in India.
6. How did Malayalam Press contribute to Indian freedom struggle ?
7. Evaluate the contributions of Prasarbharati to Indian society.
8. Examine the contributions of Raja Rammohan Roy to Indian journalism.
9. How can social responsibility be ensured in news coverage by the media ?

(4 × 6 = 24 weightage)