

**FIRST SEMESTER M.A./M.Sc./M.Com. DEGREE EXAMINATION
DECEMBER 2019**

(CBCSS)

Journalism and Mass Communication

MCJ1C04—MEDIA HISTORY

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

I. Write short notes on any *four* of the following. Each question carries 2 weightages :

- (a) Open Sky Policy.
- (b) Social Media.
- (c) PTI.
- (d) Satellite Radio.
- (e) Varghese Committee
- (f) SITE.
- (g) Prasarbharati.

(4 × 2 = 8 weightage)

II. Write short essay on any *four* of the following. Each question carries 3 weightages.

- (a) Explore the Media ownership patterns and its signification.
- (b) Write about Community Radio and its role in community development.
- (c) What is the impact of Cable Television and its influence on Indian society?
- (d) Elucidate the new trends in Malayalam film, how it changed the production and consumption pattern.
- (e) 'The impact of digital media disrupted our life', do you agree.
- (f) What is pre-censorship and post-censorship and where it is applicable ?
- (g) Illustrate the current trends in Indian Press and On-line news portals in India.

(4 × 3 = 12 weightage)

Turn over

III. Write long essays on any *two* of the following. Each question carries 5 weightages :

- (a) What is the significant role of Press in Indian Freedom struggle? Without Press is Freedom possible?
- (b) Critically analyse the origin and development of major Malayalam newspapers and its editors.
- (c) Inscribe the professional media organizations, news agencies which is the backbone of effective communication in our society. Explore.
- (d) Write about brief history of women media persons in India and their importance in progressive media development.

(2 × 5 = 10 weightage)