

**D 72705**

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER M.C.J. DEGREE EXAMINATION, DECEMBER 2019**

(CUCSS)

M.C.J.

MCJ 1C 02—MASS MEDIA HISTORY

(2014 Admissions)

Time : Three Hours

Maximum : 36 Weightage

**Part A**

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

- (a) News Agency.
- (b) First Press Commission.
- (c) ABC (Audit bureau of circulation).
- (d) Cable TV.
- (e) INS (Indian Newspaper Society).
- (f) IFWJ (International Federation of Journalists).
- (g) Editor's Guild of India.
- (h) Tabloid.

(6 × 2 = 12 weightage)

**Part B**

*Answer any four questions.*

*Each question carries 6 weightage .*

2. Detail evolution of journalism in India ? Provide an account of newspapers in Kerala that pioneered the growth of journalism in the state.
3. Newspapers were used during freedom movement by freedom fighters. Explain the role of Gandhi, Tilak and Raja Ram Mohan Roy in spreading freedom movement among the masses through their newspapers.
4. What is Vernacular Press ? Present an overview of Malayalam language press from 1847 and the recent trends in Malayalam journalism.

**Turn over**

5. What is Press Council of India ? Discuss the constitution, roles, responsibilities and challenges of PCI.
6. What is SITE? Explain the history of SITE in India. Are there any lessons to be taken away from SITE for the contemporary media phenomenon in India ?
7. Explain the history of news agency with reference to Reuters, PTI, UNI and AP. What are their contributions to news discourse ?
8. Explain the history of broadcasting in India ? Trace the developments from Doordarshan to satellite television to direct to home transmission of digital content to Internet based television content.
9. Explain the various committees appointed by Government of India and their recommendations on structure, ownership, forms and content of broadcasting.

(4 × 6 = 24 weightage)