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Name.....

Reg. No.....

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2020**

(CBCSS)

Journalism and Mass Communication

MCJ IC 04—MEDIA HISTORY

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Section AI. Write short notes on any *four* of the following. Each question carries 2 weightage :

- (a) Community Radio.
- (b) Streaming Media.
- (c) UNI.
- (d) Editor Guild of India.
- (e) Film certification.
- (f) F.M. Radio.
- (g) DTH.

(4 × 2 = 8 weightage)

Section BII. Write short essays on any *four* of the following. Each question carries 3 weightage :

- (a) How media industry is functioning in India, due to the media ownership patterns and its impact ?
- (b) Write about the beginning of Journalism and Press in India during the colonial period.

Turn over

- (c) What is the impact of DTH Television and its influence on Indian society ?
- (d) Explore the brief history of broadcasting development in India, until now.
- (e) 'The impact of digital media consumer platforms disrupted our life', do you agree or not.
- (f) How Internet and satellite data services help and open opportunity in our life ?
- (g) What kind of media do pre-censorship and post-censorship in their production ?

(4 × 3 = 12 weightage)

Section C

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

- (a) Explore the History of Malayalam cinema with present trends, how it changed the production and consumption pattern.
- (b) Survey the major Newspaper and its Editors in India with special focus on the Editorial strategy.
- (c) How online digital news portal affect the current trends in Indian Press and what strategy this media follows to overcome this ?
- (d) Explore the professional media organizations, news agencies which is the backbone of effective communication in our society.

(2 × 5 = 10 weightage)