

**C 32506**

Name.....

Reg. No.....

**FIRST SEMESTER M.C.J. DEGREE EXAMINATION, DECEMBER 2017**

(CUCSS)

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 questions :

- (a) IFWJ.
- (b) Madras Mail.
- (c) AP.
- (d) Joshi committee.
- (e) Adoor Gopalakrishnan.
- (f) Radio Benziger.
- (g) Editor's Guild of India.
- (h) Western star.

(6 × 2 = 12 weightage)

**Part B**

*Answer any four questions.*

*Each question carries 6 weightage.*

2. Evaluate the impact of 1975 emergency on Indian press ?
3. Describe the contributions of Serampore missionaries to Indian journalism.
4. Explain the application of mass media in education and good governance.
5. Explain SITE experiment and write down how it was implemented ?
6. Discuss the new trends in Malayalam journalism.
7. 'Radio is a blind medium'-Explain.
8. Evaluate the contributions of electronic media to Indian society.
9. Examine the contributions of Raja Ram mohan Roy to Indian journalism.

(4 × 6 = 24 weightage)