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(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2025**

(CBCSS)

Journalism and Mass Communication

MCJ 1C 04—MEDIA HISTORY

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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

- a) Hicky's Bengal Gazette.
- b) Prasar Bharti.
- c) Google News.
- d) Pothen Joseph.
- e) SITE.
- f) LinkdIn.
- g) INS.

(4 × 2 = 8 weightage)

II Write short essays on any *four* of the following. Each answer carries 3 weightage :

- a) Discuss the importance of readership surveys in print sector.
- b) Identify the contributions of two major newspapers in Kerala during the colonial era.
- c) Trace the origin of All India Radio.
- d) 'The rise of OTT platforms transformed the Indian entertainment industry'. Comment your views.
- e) Describe the functions of Press Council of India.
- f) Briefly discuss the film certification process in India.
- g) Discuss the recommendations of first Press Commission in India.

(4 × 3 = 12 weightage)

Turn over

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

- a) Analyze the effects of globalization and liberalization on the structure and content of Indian media.
- b) Trace the history of press in India. Mention the key figures of Indian journalism.
- c) Examine the contributions of AIR in promoting cultural integration and rural development in India.
- d) Examine critically how women filmmakers contribute to the equitable portrayal of gender in Indian cinema.

(2 × 5 = 10 weightage)