

C 62829

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Name.....

Reg. No.....

SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2014

(U.G.—CCSS)

Complementary Course—Mass Communication and Journalism

JCC 102—HISTORY OF MASS MEDIA

Time : Three Hours

Maximum : 30 Weightage

Part A

I. Answer any *twelve* questions, not exceeding 50 words on each. Each question carries 1 weightage.

- 1 Raghu Ray.
- 2 Kesari A. Balakrishna Pillai.
- 3 Paschimodayam.
- 4 Kandathil Varghese Mappilai.
- 5 Herman Gundert.
- 6 Raja Harischandra.
- 7 J.C. Daniel.
- 8 Travancore Radio Station.
- 9 Kim-Ki-Duk.
- 10 Satyajit Ray.
- 11 Kerala Kaumudi.
- 12 Kerala Patrika.
- 13 Lionel Fielden.
- 14 James Augustus Hickey.
- 15 Ombudsman.
- 16 New generation cinema in Malayalam.

(12 × 1 = 12 weightage)

Part B

II. Answer any *five* questions, not exceeding 150 words on each. Each question carries 2 weightage.

- 17 AM and FM Broadcasting.
- 18 SITE and Kheda Communications Project.

Turn over

- 19 Vivid Bharati.
- 20 Terrestrial and satellite broadcasting.
- 21 HDTV and Cable TV.
- 22 City/Metro supplements of newspapers.
- 23 Raja Rammohan Roy as a journalist.
- 24 Mahatma Gandhi as a journalist.

(5 × 2 = 10 weightage)

Part C

III. Answer any *two* questions, not exceeding 450 words on each. Each question carries 4 weightage.

- 25 Discuss the current trends in Malayalam journalism.
- 26 Elucidate the evolution of cinema in India.
- 27 Analyse critically the performance of private FM radio stations in Kerala.
- 28 Elucidate the growth of television in India.

(2 × 4 = 8 weightage)

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