

C 41925

(Pages : 2)

Name.....

Reg. No.....

SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL/MAY 2013

(CCSS)

Mass Communication Complementary
JCC 102—HISTORY OF MASS MEDIA

Time : Three Hours

Maximum : 30 Weightage

Part A

Answer all questions giving one word or line answer.

- | | |
|-----------------------|-----------------------------|
| 1. Raja Rammohan Roy. | 2. Kandathil vs. Mappilla.. |
| 3. K.P. Kesava Menon. | 4. C.V. Kungiraman. |
| 5. Raghavan. | 6. Sankar. |
| 7. H. Gundert. | 8. Pothan Joseph. |
| 9. Kerala Kanmidhi. | 10. Dhanabandu. |
| 11. Al-Ameer. | 12. Mangalam. |

(12 × ¼ = 3 weightage)

Part B

Give Short answers in a line or two to all questions.

- | | |
|---------------------------|-----------------------------|
| 13. Rajyasamacharam. | 14. Gnana Nikshyam. |
| 15. Malayala Manorama. | 16. Paschimodyam. |
| 17. Deepika. | 18. Satyanada Kahalam. |
| 19. James Augustus Hicky. | 20. Serampore Missionaries. |
| 21. Swadeshabimani. | |

(9 × 1 = 9 weightage)

Part C

Give paragraph answers to any five of the following.

22. How did Malayalam TV evolve in the early days ?
23. Explain how literacy political awareness and newspaper reading are inter-related.
24. What was the role of radio clubs in those days ?
25. Are Malayalam movies any different from Bollywood cinema ? Justify.
26. How did Malayalam press contribute to freedom struggle ?

Turn over

27. Describe Gandhiji as a journalist.
28. Is the Press Council of India sufficiently empowered to initiate action against erring newspapers?
(5 × 2 = 10 weightage)

Part D

Give Essays type answers to any two of the following.

29. Describe the SITE project conducted in India.
30. Explain the functioning of Prachar Bharathi.
31. Elaborate on the size of film making of Adoor Gopalakrishnan.
(2 × 4 = 8 weightage)

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