



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Second Semester Career Related B.A. Degree Examination, June 2015

First Degree Programme under CBCSS

Core Course – III:

(for Journalism and Mass Communication & Video Production)

AUJC241: History of Mass Media in India

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL questions in one or two sentences.

1. The Persian journal started by Raja Ram Mohan Roy was _____.
2. Indian State Broadcasting Service became AIR in the year _____.
3. The service started by AIR for youth on July 21, 1969 _____.
4. The expansion of SITE is _____.
5. Doordarsan started colour transmission in the year _____.
6. The director of the film Raja Harischandra _____.
7. Who directed president's Golden Lotus Award winner Malayalam film Chemmeen ? _____.
8. The English daily with the largest circulation in the world is _____.
9. The Editor who handled the famous column "Over a Cup of Tea" _____.
10. Who started of the news agency Free Press News service ? _____.

(10 x 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, each in a short paragraph not exceeding 50 words.

11. SITE.
12. Rajyasamacharam.

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13. Mathrubhumi.
14. Swadeshabhimani.
15. Vividh Bharathi.
16. FM radio.
17. Bal Gangadhar Tilak.
18. Serampore Journals.
19. Vernacular Press Act.
20. Prasar Bharathi.
21. Kerala Media Academy.
22. News Magazines in India.

(8 x 2 = 16 Marks)

SECTION – C

Answer any SIX questions, each in a paragraph not exceeding 120 words.

23. Write on the contributions made by Kesari A Balkrishna Pillai as a literary journalist to Malayalam journalism.
24. Compare the journalistic style of James Augustus Hickey with that of James Silk Buckingham.
25. Evaluate Raja Ram Mohan Roy as a Journalist.
26. How radio fulfill its role as a “development communicator” in India ?
27. Explain the impact of privatization on the spread of television in India.
28. Prepare a note on the evolution of printing and its technological development in India.
29. “Print media increases its circulation in post independent India year by year” Do you agree ? Explain.
30. “Multiplexes helped to bring viewers back to theatres” Explain about this new trend.
31. What are the new trends in Malayalam newspapers ?

(6 x 4 = 24 Marks)

SECTION – D

Answer any TWO questions, not exceeding four pages.

32. “Gandhiji’s role as a Journalist is Unique”. Explain.
33. How Television emerged as a prime mass media in India ?

- 34. "History of Indian independence struggle coincides with the history of Indian journalism". Explain.
- 35. Write about the origin, history, impact and development of radio transmission in India.

(2 x 15 = 30 Marks)

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