



M 14834

Reg. No. :

Name :

II Semester M.C.J. Degree Examination, July 2008
CJ 201 : MASS MEDIA HISTORY

Time: 3 Hours

Max. Marks: 80

*Instructions: a) Answer five questions including question I.
b) Questions carry equal marks.*

I. Write short notes on **any four** of the following :

- a) Benjamin Franklin
- b) Swadesabhimani Ramakrishna Pillai
- c) Serampore Missionaries
- d) Varghese Committee Report
- e) PTI
- f) Times of India
- g) The Press under Emergency.

II. Discuss the contribution of Bala Gangadhar Tilak to Indian journalism.

III. Evaluate the effects of early journalistic ventures on the development of Malayalam press later.

IV. Trace out the history of news agencies in India.

V. Rajaram Mohan Roy laid a strong foundation for the growth of Indian vernacular press. Substantiate.

VI. Critically evaluate the recommendations of the Joshi Committee.

VII. Discuss the role of journalism in motivating national movements in India.

VIII. Assess the role of radio in disseminating developmental projects in independent India.
