

Reg. No. :

M 12036

Name :

Second Semester M.C.J. Degree Examination, June 2006
Paper – CJ 201: MASS MEDIA HISTORY

Time: 3 Hours

Max. Marks: 80

Instructions: 1) Answer question I and four others of your choice.
2) All questions carry equal marks.

1. Write short notes on **any four** of the following:
 - a) Bengal Gazette.
 - b) Herman Gundert.
 - c) New Journalism.
 - d) Prasar Bharati Corporation.
 - e) Press Council of India.
 - f) Swadeshi movement.
 2. Trace the evolution of the press in Britain.
 3. Critically examine the journalistic efforts of Rajaram Mohan Roy in the development of the language press.
 4. Compare the status of the Malayalam press before and after independence.
 5. Outline the major recommendations of the Joshi Committee Report and discuss the need for an indigenous software for Doordarshan.
 6. Assess the role of satellite broadcasting in the development of education in India.
 7. Examine how our national leaders propagated their ideas through various publications during the freedom struggle.
 8. Analyse how the invasion of the electronic media have influenced the Indian press.
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