

**SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2011**

(U.G.—CCSS)

**Complementary Course—Mass Communication and Journalism**

**JCC 102—HISTORY OF MASS MEDIA**

**Three Hours**

**Maximum : 30 We**

**Part A**

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

- 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 x 1 = 12 we

**Part B**

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

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

**L9 Vivid Bharati.**

**20 Terrestrial and satellite broadcasting.**

**1 HDTV and Cable TV.**

**22 City/Metro supplements of newspapers.**

**23 Raja Rammohan Roy as a journalist.**

**24 Mahatma Gandhi as a journalist.**

(5x2 = 10 wei)

### **Part C**

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

**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 x 4 = 8 wei)