

C 22187

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Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

Mass Communication and Journalism

JOU 2B 02—MEDIA HISTORY

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. *Paschimodayam.*
2. *LMS.*
3. *Indian Opinion.*
4. *Pre-censorship.*
5. *K M Mathew.*
6. *Ramnath Goenka.*
7. *Nilakyatha Symphony.*
8. *Prabhodakan.*
9. *Community radio.*
10. *FM radio broadcasting.*
11. *Vayalum Veedum.*
12. *Calcutta Journal.*
13. *Devji Bhimji.*
14. *F Muller.*
15. *Vakkam Abdul Khader Maoulavi.*

(10 × 3 = 30 marks)

Turn over

Section B

*Answer at least **five** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Examine the relevance of Gandhian journalism.
17. What is the difference between emergency and undeclared emergency? Discuss the implications of these for the functioning of media in India.
18. Write a note on television programme *Devil's Advocate*.
19. Examine the contributions of *Kerala Kaumudi* to Malayalam journalism.
20. 'A Balakrishna Pilla was daring journalist of his times.' Discuss.
21. How has FM radio given a new birth to radio broadcasting in India ?
22. Who is S Sadanand ? Why do we remember him ?
23. 'Raja Ram Mohan Roy better deserves to be called the father of Indian journalism.' Discuss.

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. 'Banning of *Asianet and Media One* in 2020 has several precedents in Indian media history.' Discuss.
25. Assess the contributions of Hermann Gundert to Malayalam journalism.
26. 'Malayala Manorama is considered to be one of the best professionally managed media houses in India.' Describe the milestones in its growth and the reasons behind its great success story.
27. How did SITE pave the way for a television broadcasting revolution in India ?

(2 × 10 = 20 marks)