

M 13537

Reg. No. :

Name :

II Semester M.C.J. Degree Examination, June 2007
CJ 201 : MASS MEDIA HISTORY

Max. Marks : 80

Time : 3 Hours

*Instructions : 1) Answer five questions including Question No. I.
2) They carry equal marks.*

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

- a) James Silk Buckingham
- b) Joshi Committee Report
- c) Hickey's Gazette
- d) Serampore Missionaries
- e) DTH
- f) SITE
- g) Press Trust of India.

II. Discuss the contributions of Raja Ram Mohan Roy to Indian journalism.

III. Examine the journalistic efforts of Bal Gangadhar Tilak in the Freedom Movement.

IV. Evaluate the characteristics of the newspapers started by Mahatma Gandhi in English and Vernacular languages.

V. Critically evaluate the role of the language press in the struggle for independence.

VI. Trace out the growth of Malayalam journalism in the post-independence period.

VII. Discuss the evolution of broadcasting in India and its present status.

VIII. Assess the role of television in changing social values in modern India.
