



QP CODE: 24020228



24020228

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, MAY 2024**

Second Semester

B.A Mass Communication and Journalism Model I

Complementary Course - MC2CMT10 - HISTORY AND GROWTH OF MEDIA IN INDIA

2017 ADMISSION ONWARDS

F22CFF5A

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Identify the personality 'James Augustus Hicky'.
2. List any two online newspapers published from India.
3. Identify the personality Julian Assange.
4. Identify the personality K. Ramakrishna Pillai.
5. Name the first newspaper in Malayalam.
6. Define AM broadcast.
7. Cite the World Television day.
8. Identify the personality George Eastman.
9. Name the director of Pather Panchali.
10. Describe the nature of the first films produced by Lumiere brothers.
11. Name the film which won latest Oscar awards for best film.
12. Name the first talkie film in India.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Discuss the evolution of printing.
14. Discuss the role of news agencies in providing news.
15. Examine the increasing amount of advertisements appearing in newspapers.
16. Describe the term defamation.
17. Describe the features of Gandhiji's publications.
18. Review any two programmes in a radio channel.
19. Describe the nature of programmes in a community TV channel.
20. Make a note on any national award winning film director in India.
21. Describe the growth of Indian parallel cinema.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss the impact of globalisation in Indian media.
23. Defend the statement 'The editorial is the mirror of the management'.
24. Describe the various functions of Prasar Bharati.
25. Discuss the major historical developments in Indian cinema.

(2×15=30)

