

M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2015.

FIRST SEMESTER

Master of Journalism and Mass Communication

Paper I — HISTORY OF JOURNALISM AND MASS MEDIA

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer any FIVE questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Hickey's Gazette.
2. Kesari.
3. Narla Venkateswara Rao.
4. Web journalism.
5. Satellite television.
6. Blogs.
7. Early journalism.
8. PrasaraBharathi.

PART B — (4 × 15 = 60 marks)

Answer ALL the questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Describe the role of Telugu press during the freedom struggle.

Or

10. Discuss the status of Indian press during emergency period.
11. Discuss the contribution of S. Sadanad to Indian journalism.

Or

12. Give an account on the free press journal to society development.

13. Discuss the role of Kandukuri Veeresalingam towards women development.

Or

14. Evaluate the coverage of women pages in any two Telugu daily newspapers.

15. Discuss in detail the merits and demerits of mobile phones as a medium of communication.

Or

16. Do the online newspapers serve its purpose satisfactorily? Comment.

