

11061(OR)

M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2015

FIRST SEMESTER

Journalism and Mass Communication
Paper I - HISTORY OF MASS MEDIA

Time: Three hours

Max. Marks: 75

(No additional sheet will be supplied)

PART A- (5 x 3 =15 marks)

Answer any FIVE questions.

Each answer carries 3 marks.

Each answer should not exceed 1 page

1. Hickey's Gazette
2. Bombay Chronicle
3. The Times of India
4. Indian Press and Emergency
5. Tapi Dharma Rao
6. Telugu Press and Freedom Movement
7. SITE Experiment
8. Twitter

PART B - (4 x 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages

9. Explain the origin of press and its contribution to the Indian Journalism
- Or
10. Explain the origin and growth of Indian newspaper
11. Explain the contribution of Mahatma Gandhi to Indian Journalism
- Or
12. Discuss the contribution of national newspapers.
13. Explain the contribution of Raja Ram Mohan Roy to Indian Journalism.
- Or
14. Discuss the evolution of Telugu newspapers.
15. Explain how the Radio can be used for development of a nation with suitable examples?
- Or
16. Liberalization policies of 1990s have also influenced media? Explain in detail.