

E 1209

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Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2015

Third Semester

B.A. English Literature and Communication Studies (Two Main)

Core Course—PRINT MEDIA AND JOURNALISM—I

(2013 admission onwards)

Time : Three Hours

Maximum : 50 Marks

Part A

Answer all questions in a sentence or two.

Each question carries 1 mark.

1. Who is the founder of NDTV 24 × 7 ?
2. Who is widely acclaimed as the father of Malayalam journalism ?
3. Article 19(1)(a) ensures ———.
4. Bengal Gazette was started by ———.
5. Name any one of the publications associated with Annie Besant.
6. "Kerala Parchika" was edited by ———.
7. Which was the English daily started by Nehru in 1938 ?
8. Press Council of India was established on ———.
9. Tinkle digest is a ——— magazine.
10. Who is the founder-Editor of Malayala Manorama ?

(10 × 1 = 10)

Part B

Answer any eight of the following questions in about 60 words each.

Each question carries 2 marks.

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|-------------------------------|--------------------------------|
| 11. ABC. | 12. Young India. |
| 13. Bal Gangadhar Tilak. | 14. Kesari Balakrishna Pillai. |
| 15. Rupert Murdoch. | 16. Washington Post. |
| 17. Missionary Journalism. | 18. CNN. |
| 19. Investigative Journalism. | 20. Paid news. |
| 21. Prasar Bharathi. | 22. Reader's Editor. |

(8 × 2 = 16)

Turn over

Part C

*Answer any six of the following questions in about 100 words each.
Each question carries 4 marks.*

23. Write a note on different newspaper formats.
24. What are the contributions of Rajaram Mohan Roy to Indian journalism ?
25. Compare any two Malayalam or English news channels in terms of content and presentation.
26. What are the merits and demerits of social media according to the principles of journalism ?
27. Describe how localisation has helped in the growth of Malayalam newspapers.
28. What were the contributions of Serampore Missionaries to Indian press ?
29. Explain the term parallel journalism with examples.
30. What were the legislations which curbed the freedom of the press during the British rule ?
31. What was the role of Indian Press in renaissance and social reform movement ?

(6 × 4 = 24)

Part D

*Answer any two of the following questions in about 300 words.
Each question carries 15 marks.*

32. Trace out the history of press in Kerala.
33. How press can effectively intervene in contemporary issues such as human rights violations, denial of social justice, etc. ? Give examples.
34. What was the role of Indian Press in independence struggle ?
35. Analyse the current trends in magazine journalism in Kerala.

(2 × 15 = 30)