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(Pages : 2)

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016

Third Semester

Core Course—PRINT MEDIA AND JOURNALISM—I

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

[2013 Admission onwards]

Time : Three Hours   Maximum : 80 Marks

Part A

Answer all questions in a sentence or two.
Each question carries 1 mark.

1. Who is known as the morning star of Indian renaissance ?

2. What are the major contributions of Mahatma Gandhi to Indian Press ?

3. Who is the father of Indian journalism ?

4. What is the Desk Top Publishing System ?

5. What is National Press ?

6. What is Internet Journalism ?

7. What is the National Broadcast Trust ?

8. What is the aim of Newspaper Development Commission ?

9. Define Newspaper Management ?

10. What is a small magazine ?

                                                         $(10 \times 1 = 10)$

Part B

*Answer any **eight** of the following questions in about 60 words each.*
Each question carries 2 marks.

11. Blacklisting a Newspaper.

12. The Copyright Act.

13. Young India.

14. Abdul Khadar Moulavi.

15. Malayalam Weeklies.

Turn over

16. K.P. Kesava Menon.

17. Deepika.

18. C.M.S. Press.

19. Sambad Kaumudi.

20. Indian Gazette.

21. The Calcutta General Advertisers.

22. Mathrubhoomi daily.

(8 × 2 = 16)

Part C

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

23. English Newspaper in India.

24. Press Council of India.

25. Parallel Journalism.

26. Important News channels in Malayalam.

27. Early Newspaper Publications in Malayalam.

28. Times of India.

29. India Today.

30. The Hindu.

31. Press and Secularism.

(6 × 4 = 24)

Part D

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

32. Write an essay on modernization of press and Press management.

33. Attempt an essay on press and contemporary issues.

34. Write an essay on India's Newspaper Revolution.

35. What are the major responsibilities of the mass media ? Discuss.

(2 × 15 = 30)