

Reg. No .....

Name .....

22P1027

**M. A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022**  
**SEMESTER 1 : JOURNALISM AND MASS COMMUNICATION**  
**COURSE : 21P1MCJT02 : HISTORY AND DEVELOPMENT OF JOURNALISM**  
*(For Regular - 2022 Admission and Supplementary - 2021 Admission)*

Duration : Three Hours

Max. Weights: 30

**PART A**

**Answer any 8 questions**

**Weight: 1**

1. Explain about National Herald. (U, CO 1, CO 2, CO 3)
2. Explain about Harijan. (R, CO 1, CO 2, CO 3)
3. Who is Devji Bhimji? (R, CO 4, CO 5)
4. Who was Nawab Rajendran? (R)
5. Explain about Calcutta Chronicle. (U, CO 3)
6. Explain about NFAI. (U, CO 3)
7. Who was Johann Guttenberg? (R, CO 1, CO 2, CO 3, CO 4)
8. Who was S.Sadanand? (R, CO 3, CO 4)
9. Explain about ABC. (U, CO 3)
10. Who was G.Subramania Iyer? (R, CO 3, CO 4)  
**(1 x 8 = 8)**

**PART B**

**Answer any 6 questions**

**Weights: 2**

11. Explain briefly on the recommendations of the First Press Commission. (U, CO 2, CO 3)
12. Write on SITE and its execution. (U, CO 1, CO 2, CO 3)
13. Discuss the role of news agencies in the distribution of news across the world. (E, CO 1, CO 2)
14. Discuss the history of English Daily Newspapers in India. (E, CO 1, CO 2, CO 3)
15. Discuss the emergence of Satellite Television channels in India. (E, CO 1, CO 2, CO 3)
16. Explain the History of FM Radio Broadcasting in Kerala. (U, CO 2, CO 3, CO 5)
17. Explain the contributions of Kandathil Varghese Mappilai to Malayalam Journalism. (U, CO 3, CO 4, CO 5)
18. Critically evaluate K. Ayyappan's efforts to reform Kerala society through his publications. (E, CO 4, CO 5)  
**(2 x 6 = 12)**

**PART C**

**Answer any 2 questions**

**Weights: 5**

19. Explain the contributions of Indian National Congress and national leaders to the early press in the pre independence era (U, CO 2, CO 3, CO 4)
20. According to the estimates of Reporters Without Borders, India ranks 136<sup>th</sup> worldwide in Press Freedom Index. What is your comment on this? (E, CO 1, CO 2, CO 3)
21. Discuss the challenges faced by Indian press under the rule of the British. (E, CO 1, CO 3)
22. Narrate the history of Malayalam News channels. (U, CO 3, CO 5)
- (5 x 2 = 10)**

**OBE: Questions to Course Outcome Mapping**

CO	Course Outcome Description	CL	Questions	Total Wt.
CO 1	Outline the history of media	U	1, 2, 7, 12, 13, 14, 15, 20, 21	21
CO 2	Develop knowledge about the origin and growth of journalism at global level.	A	1, 2, 7, 11, 12, 13, 14, 15, 16, 19, 20	25
CO 3	Summarize the evolution of the Press in India	U	1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 14, 15, 16, 17, 19, 20, 21, 22	40
CO 4	Identify the role and contributions of pioneers who shaped modern journalism	A	3, 7, 8, 10, 17, 18, 19	13
CO 5	Analyze the characteristics and growth of Malayalam Journalism	An	3, 16, 17, 18, 22	12

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;