

Reg. No

Name

23P126

M. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023

SEMESTER 1 : JOURNALISM AND MASS COMMUNICATION

COURSE : 21P1MCJT02 ; HISTORY AND DEVELOPMENT OF JOURNALISM

(For Regular - 2023 Admission and Improvement/Supplementary -2022/2021 Admissions)

Duration : Three Hours

Max. Weights: 30

PART A

Answer any 8 questions

Weight: 1

1. Who is Warren Hastings? (R)
2. Who is Robert Knight? (R)
3. Who is K C Mamman Mappilai? (R, CO 4, CO 5)
4. Who is Muhammed Abdul Rahiman Sahib? (R, CO 4, CO 5)
5. Explain about Samachar Darpan. (U, CO 1, CO 2, CO 3)
6. Explain about ANI (U, CO 2, CO 3)
7. Explain about Times Group. (U, CO 2, CO 3)
8. Explain about KFDC (U, CO 3, CO 5)
9. Define Press Act of 1857 (R, CO 2, CO 3)
10. Explain about Harijan. (R, CO 1, CO 2, CO 3)
(1 x 8 = 8)

PART B

Answer any 6 questions

Weights: 2

11. Write a note on Ministry of Information and Broadcasting. (U, CO 3)
12. Discuss the contributions of Basel Mission to Malayalam Press. (E, CO 3, CO 4, CO 5)
13. Discuss the influences of Swedeshabhimani Rama Krishna Pillai in fortifying the freedom of press. (E, CO 3, CO 4, CO 5)
14. Narrate the history of commercial broadcasting in India. (U, CO 1, CO 2, CO 3)
15. Elucidate the contribution of Devji Bhimji to the development of Malayalam journalism. (U, CO 4, CO 5)
16. Explain the History of FM Radio Broadcasting in Kerala. (U, CO 2, CO 3, CO 5)
17. Discuss the role of news agencies in the distribution of news across the world. (E, CO 1, CO 2)
18. Explain the role of Press in post independent India. (U, CO 1, CO 2, CO 3)
(2 x 6 = 12)

PART C
Answer any 2 questions

Weights: 5

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| 19. | Explain briefly on the various committees constituted to evaluate the operational freedom of Indian Press. | (U, CO 2, CO 3) |
| 20. | Explain about the Contributions of Christian Missionaries to Indian Journalism. | (U, CO 1, CO 3) |
| 21. | Narrate the history of Malayalam News channels. | (U, CO 3, CO 5) |
| 22. | Discuss the role of Press in India's Struggle for Freedom. | (E, CO 1, CO 2, CO 3)
(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	5, 10, 14, 17, 18, 20, 22	18
CO 2	Develop knowledge about the origin and growth of journalism at global level.	A	5, 6, 7, 9, 10, 14, 16, 17, 18, 19, 22	23
CO 3	Summarize the evolution of the Press in India	U	5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 16, 18, 19, 20, 21, 22	38
CO 4	Identify the role and contributions of pioneers who shaped modern journalism	A	3, 4, 12, 13, 15	8
CO 5	Analyze the characteristics and growth of Malayalam Journalism	An	3, 4, 8, 12, 13, 15, 16, 21	16

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