

Reg. No

Name

24U257

B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2024
SEMESTER 2 - MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U2CPBCJ2 - HISTORY AND GROWTH OF MEDIA IN INDIA

(For Regular - 2023 Admission and Improvement / Supplementary – 2022/2021/2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. Who is Lord Canning?
2. Explain FTII.
3. How did the emergency period influence Indian journalism?
4. Who is Leela Menon?
5. Write a short note on The Hindustan Times.
6. Who is Ravish Kumar?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Explain Hindustan Samachar.
8. Define Beyond the lines.
9. Define P.T.I.
10. Define Folk media.
11. Explain about Everybody Loves a Good Drought.
12. Who is T.N Gopakumar?
13. Define Film Censorship.
14. Who is K. C. Mammen Mappillai?
15. Define AFP.
16. Who is Boobli George Verghese?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Write a note on The Indian Express and its contributions.
18. Write on SITE and its execution.
19. Discuss the role of Press in India's Struggle for Freedom.
20. Critically assess the role of Colonialism in the development of communication in India.
21. Elucidate the educational and instructional Television.
22. Discuss the contributions of Herman Gundert to Malayalam Literature.
23. Discuss the emergence of Satellite Television channels in India.
24. Explain the administrative tasks of PCI.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Describe the contributions of the following personalities in Journalism:
- i. Jawaharlal Nehru
 - ii. Swadeshbhimani
 - iii. James Silk Buckingham
 - iv. Kuldip Nayar
26. Elucidate the growth of television in India.
27. What are your observations about new generation Malayalam film. Justify your answer with relevant examples.
28. Narrate the invention of printing technology and its role in the development of the modern world.

(15 x 2 = 30)