

M. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2024**SEMESTER 1 : JOURNALISM AND MASS COMMUNICATION****COURSE : 24P1MCJT02 ; HISTORY AND DEVELOPMENT OF JOURNALISM***(For Regular 2024 Admission and Improvement/Supplementary 2023/2022/2021 Admissions)*

Duration : Three Hours

Max. Weights: 30

PART A**Answer any 8 questions****Weight: 1**

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| 1. Explain about National Herald. | (U, CO 1, CO 2, CO 3) |
| 2. Who is Kesari Balakrishnapillai? | (R, CO 4, CO 5) |
| 3. Explain about Calcutta Journal. | (U, CO 1, CO 3) |
| 4. Explain about The Indian Express. | (U, CO 2, CO 3) |
| 5. Explain about Bengal Gazette. | (U, CO 1, CO 2, CO 3, CO 4) |
| 6. Explain about Press News Bureau. | (U, CO 2, CO 3) |
| 7. Explain about Madras Mail. | (R, CO 1, CO 2, CO 3) |
| 8. Define AFP. | (U, CO 1, CO 2, CO 3) |
| 9. Who is Swadeshabhimani Ramakrishnan Pillai? | (R, CO 4, CO 5) |
| 10. Explain about Navjivan. | (U, CO 2, CO 3) |
| | (1 x 8 = 8) |

PART B**Answer any 6 questions****Weights: 2**

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| 11. Narrate the duties and responsibilities of RNI. | (U, CO 2, CO 3) |
| 12. Write on SITE and its execution. | (U, CO 1, CO 2, CO 3) |
| 13. Discuss the role of press during the partition of Bengal. | (E) |
| 14. Discuss the emergence of Satellite Television channels in India. | (E, CO 1, CO 2, CO 3) |
| 15. Narrate in detail on the recommendations of A.K Chanda committee. | (U, CO 3) |
| 16. Narrate on the advent of Colour Era in Indian Television. | (U, CO 1, CO 2, CO 3) |
| 17. Explain the contributions of Kandathil Varghese Mappilai to Malayalam Journalism. | (U, CO 3, CO 4, CO 5) |
| 18. Critically evaluate the editorial skills of Kesari Balakrishna Pillai. | (E, CO 4, CO 5) |
| | (2 x 6 = 12) |

PART C

Answer any 2 questions

Weights: 5

19. Explain on Development Journalism and evaluate the efforts taken by P.Sainath as a development journalist. (U, CO 2, CO 3, CO 4)
20. Discuss on the mainstream Newspapers in India and their features. (E, CO 2, CO 3)
21. Critically assess the role of Colonialism in the development of communication in India. (E)
22. Narrate briefly on the Media Organizations in India. (U, 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	1, 3, 5, 7, 8, 12, 14, 16	11
CO 2	Develop knowledge about the origin and growth of journalism at global level.	A	1, 4, 5, 6, 7, 8, 10, 11, 12, 14, 16, 19, 20, 22	30
CO 3	Summarize the evolution of the Press in India	U	1, 3, 4, 5, 6, 7, 8, 10, 11, 12, 14, 15, 16, 17, 19, 20, 22	35
CO 4	Identify the role and contributions of pioneers who shaped modern journalism	A	2, 5, 9, 17, 18, 19	12
CO 5	Analyze the characteristics and growth of Malayalam Journalism	An	2, 9, 17, 18	6

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