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R – 3308

Reg. No. :

Name :

Second Semester B.A. Degree Examination, September 2023

Career Related First Degree Programme under CBCSS

Malayalam and Mass Communication

Vocational Course II

MX 1271 : MALAYALAM JOURNALISM

(2021 Admission onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the questions, each in one or two sentences :

1. Paschimodayam
2. "Vanitha"
3. Asianet
4. Puzha.com
5. Paschimatharaka
6. Chengulathu Kunhirama Menon
7. Layout
8. Swedeshabhimani
9. Al-Ameen
10. Prahbatham.

(10 × 1 = 10 Marks)

P.T.O.

II. Write short notes not exceeding 60 words, on **any eight** of the following.

11. K.P. Kesava Menon
12. Herman Gundert
13. C.V. Kunjiraman
14. Sathyanaadakaahalam
15. Dhanam
16. Newspaper design
17. General interest magazines
18. Research journals
19. Mithavathi
20. Malayala manorama
21. Vengayil Kunhiraman nayanar
22. Kesari.

(8 × 2 = 16 Marks)

III. Write short essays, each not exceeding 120 words, on **any six** of the following.

23. How did technology influence Malayalam magazines?
24. Explain the contributions of missionaries to Malayalam journalism.
25. Explain the early newspapers in Malayalam.
26. Explain the contributions of sahodaran Ayyappan.
27. Explain the contributions of Nidheerikkal manikkathanar to Malayalam journalism.
28. Explain the role of Malayalam press in freedom struggle.

29. Explain the contributions of EMS nambuthirippad in the history of Malayalam journalism.

30. Explain the types of magazines with suitable examples.

31. Explain your view points about the stand alone portals.

(6 × 4 = 24 Marks)

IV. Write long essays, each not exceeding 500 words, on **any two** of the following.

32. Explain the changing trends in Malayalam journalism with suitable examples.
33. Critically evaluate your view points about the current status of malayalam press industry.
34. Explain your view points about the online news portals in Malayalam.
35. Critically analyze any two general interest magazines in Malayalam.

(2 × 15 = 30 Marks)