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Reg. No. :

Name :

Second Semester B.A. Degree Examination, May 2022

First Degree Programme under CBCSS

(Double Main Programme)

English and Media Studies

Core Course

ENM 1242 : MEDIA HISTORY

(2020 Admission)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the following questions from 1 to 10 in **1** word or maximum **2** sentences. Each carries **1** mark.

1. _____ were daily Roman official notices, a sort of daily gazette.
2. The first newspaper in Europe was published from which country?
3. _____ were cheap, tabloid-style newspapers mass-produced in the United States in the early half of nineteenth century.
4. Press Council of India Act was passed in
5. Press Trust of India was founded in
6. _____ is the first printed magazine in the Malayalam language.
7. Who was the publisher of Swadeshabhimani?
8. The newspaper started by C.V Kunhiraman?
9. Who founded Sambad Kaumudi?
10. Which Indian journalist was a member in the MacBride Commission?

(10 × 1 = 10 Marks)

P.T.O.



II. Answer **any eight** from the following in a paragraph (Short Answers). Each carries **2** marks.

11. Yellow Journalism
12. Bengal Gazette
13. Udant Martand
14. Benchamin Bailey
15. Vividh Bharti
16. II Press Commission
17. UNI
18. FM Radio
19. Pashchimodayam
20. Deepika
21. Kandathil Varghese Mappila
22. K.P. Kesava Menon
23. Mirat-ul-Akhbar
24. Sankar's Weekly
25. Sunday supplements
26. Tabloid newspapers.

(8 × 2 = 16 Marks)

III. Answer **any six** questions from the following not exceeding **120** words. (Short Essays). Each carries **4** marks.

27. Describe the features of sensational journalism.
28. Write a note on early newspapers of India.



29. Write briefly about nationalistic press movement in India.
30. Explain why ethics is important in newspapers.
31. Write a note on the major Indian News Agencies.
32. Write in detail about the significance of Press Council of India.
33. Write a detailed note on the Nasrani Deepika.
34. Discuss in detail about the contributions of Herman Gundert.
35. Describe the contributions of Sahodaran Ayyappan.
36. Describe 'Gandhiji as a journalist'.
37. Critically evaluate the latest experiments in Page layout and makeup in Malayalam newspapers.
38. Comment on the community oriented social responsibility drives initiated by the leading Malayalam newspapers.

(6 × 4 = 24 Marks)

IV. Answer **any two** questions from the following: Each carries **15** marks.

39. Trace the origin and development of Journalism.
40. Discuss in detail the role played by media in Indian freedom struggle.
41. Critically analyse the attempts made by the governments to curtail press freedom in India.
42. Discuss in detail the impact of technology in the Newspapers today.
43. Critically evaluate the performance of Malayalam Newspapers in terms of ethics and social responsibility.
44. Discuss in detail about the prominent figures of early Malayalam journalism.

(2 × 15 = 30 Marks)

