



QP CODE: 24019080



24019080

Reg No :

Name :

M A DEGREE (CSS) EXAMINATION , APRIL 2024

Second Semester

MA PRINT AND ELECTRONIC JOURNALISM

CORE - MM060201 - HISTORY & DEVELOPMENT OF JOURNALISM

2019 Admission Onwards

9376254A

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. What is Acta Durna?
2. Who is Johannes Gutenberg ?
3. Which was the first American tabloid newspaper ?
4. Who is the pioneer of the Vernacular press in Bombay?
5. Explain the Propaganda.
6. What do you know about Akasvani?
7. Who is paparazzis ?
8. What is current affairs programme?
9. What do you mean by Journalist as Watchdog?
10. How can we relate Journalism with Religion in Indian society?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. What do you mean by news values? Is it added within the four walls of a news media? Illustrate your answer.
12. Write a note on Life before the printing press.
13. What is public broadcasting?





14. Explain the differences between commercial radio and educational radio.
15. Write a note on the beginning of commercial television.
16. What is the Powers of Central Government on Prasarbharati?
17. Write a note on social movements and press in India.
18. What is Cultural Reporting?

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Explain the role of news agencies.
20. Offer your opinion about the private FM radio station of kerala.
21. Reality shows have been very popular programs in Indian television. Explain the illustrations.
22. "Media has the power both to blow things out of proportion and to sweep them under the rug". Discuss.

(2×5=10 weightage)

