



QP CODE: 22002543



22002543

Reg No :

Name :

M A DEGREE (CSS) EXAMINATION , NOVEMBER 2022

Second Semester

MA PRINT AND ELECTRONIC JOURNALISM

CORE - MM060201 - HISTORY & DEVELOPMENT OF JOURNALISM

2020 Admission

4622050E

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. Who is Sub editor ?
2. Who is Bi Sheng ?
3. Write a note on Vidyasamgraham.
4. What do you understand by IANS?
5. How AM works?
6. Explain the Propaganda
7. What is sketch show?
8. What is vividhbharati ?
9. Why Journalism is considered as important in a democratic society?
10. Write a note on Business Journalism.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Explain Journalism as a profession.
12. Explain stereolithography





13. Explain the new experiments in Community radio.
14. Write a note on Radio and Social development in India
15. How did commercials started in Indian Television?
16. Write a note on television and politics.
17. Media influence culture and society. Comment?
18. How do you keep balance in Religious Reporting?

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. How were ideas and information written before the age of print in India? How did the printing technique begin in India? Explain.
20. Explain the History of Radio
21. Write an essay on Regional and local channels in Kerala
22. Do you think that media propaganda affect the audience? Explain

(2×5=10 weightage)

