



QP CODE: 23005060



Reg No :

Name :

M A DEGREE (CSS) EXAMINATION , JULY 2023

Second Semester

MA PRINT AND ELECTRONIC JOURNALISM

CORE - MM060201 - HISTORY & DEVELOPMENT OF JOURNALISM

2020 Admission

74FCB6B3

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. What is Journalism ?
2. Who is the founder of canons of journalism?
3. Which is the first English daily?
4. What do you understand by PTI?
5. What is AM Radio?
6. What is RCA?
7. Explain docudrama.
8. Write a note on online journalism?
9. How do Journalism relates to a nation's economic system?
10. How Journalism acts as a tool for Cultural uplifting?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples.
12. Why couldn't the production of handwritten manuscripts satisfy the ever increasing demand for books?
Give any three reasons.





13. What is propaganda?
14. Write a short essay on Vividhbharathi.
15. Explain the new technologies in Television.
16. Write a note on regional channels in kerala?
17. How a Journalist act as a Watchdog of the society?
18. How to keep neutrality in religious reporting?

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Write an essay on vernacular press in 20th century?
20. What was the role of Radio during the world war?
21. Narrate the history of Television in India.
22. Television as mass medium has some advantages over other medium of mass communication. Explain now?

(2×5=10 weightage)

