

C 81032

(Pages : 3)

Name.....

Reg. No.....

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2020

History

HIS 3C 06 AND HIS 4C 06—HISTORY OF JOURNALISM : JOURNALISM IN KERALA
AND JOURNALISM IN THE CONTEMPORARY WORLD

Time : Three Hours

Maximum : 80 Marks

Section A

Answer the following questions 1 to 12.

Objective Type :

1. Who brought out the first Malayalam book SamkshepaVedartham ?
(a) Fr. Clement Piyantias. (b) Benjamin Bailey.
(c) Dr. Herman Gundert. (d) Philippose Rampan.
2. Who started the Keralamitram Press ?
(a) K. Ayyappan
(b) ChenglathuKunhیرama Menon
(c) Kandathil Varghese Mappila
(d) DevjiBhimji
3. In which year Kerala Press Academy was established ?
(a) 1966. (b) 1979.
(c) 1977. (d) 1981.
4. Which is India's only multilingual news agency ?
(a) HindusthanSamachar. (b) Indo-Asian News Service.
(c) SamacharBharathi (d) United news of India

Fill in the Blanks :

5. _____ is the largest news agency in India.
6. TRAI stands for _____.

Turn over

7. Press Council of India was established in _____.
8. _____ Newspaper carries the motto "All the News That's Fit to print".

Match the following :

9. T J Paily -- *Vivekodayam.*
10. Moorkoth Kumaran -- *Paschimataraka.*
11. A. Balakrishna Pillai -- *Mitavadi.*
12. Kumaran Asan -- *Samadarshi.*

(12 × ½ = 6 marks)

Section B (Short Answer)

*Answer any seven of the following.
Each question carries 2 marks.*

13. SamkshepaVedartham.
14. KesariBalakrishna Pillai.
15. *Prabhatham.*
16. *K. Ayyappan.*
17. UnniNambuthiri.
18. The Indian Newspaper Society.
19. Defence of India Act, 1962.
20. DTP.
21. Xinhua.

(7 × 2 = 14 marks)

Section C (Short Essay)

*Answer any five of the following.
Each question carries 6 marks.*

22. Analyse the role of Christian missionaries to the evolution of print media in Kerala.
23. Examine the contributions of Kandathil Varghese Mappilai to the development of Malayalam journalism.
24. Assess the journalistic career of K. Ramakrishna Pillai.

25. Evaluate the objectives and activities of the Kerala Press Academy.
26. Give an account on the modern technological developments in printing and publishing.
27. Assess the role of Press Council of India in regulating the print journalism.
28. Analyse the evolution of radio and television in INDIA.

(5 × 6 = 30 marks)

Section D (Essay)

Answer any two of the following.

Each question carries 15 marks.

29. Analyse the contributions of Malayalam press in the socio-cultural awakening of modern Kerala.
30. Give an account on the genesis and development of Malayalam Journalism.
31. Discuss the concept of freedom of press outlined in constitution of India.
32. Assess the impact of the important Indian news agencies in Indian press movement.

(2 × 15 = 30 marks)