



**MAR IVANIOS COLLEGE (AUTONOMOUS)**  
**THIRUVANANTHAPURAM**

Reg. No. :.....

Name :.....

**Second Semester Career Related B.A. Degree Examination, June 2016**

**First Degree Programme under CBCSS**

**Core Course – III:**

**(for Journalism and Mass Communication & Video Production)**

**AUJC241: History of Mass Media in India**

Time: 3 Hours

Max. Marks: 80

**SECTION – A**

*Answer ALL questions in one or two sentences.*

1. Printing technology came to India in\_\_\_\_\_.
2. Another name for *Calcutta General Advertiser* was \_\_\_\_\_.
3. The first language newspaper in India was \_\_\_\_\_.
4. The founder Editor of *Kerala Patrika* was \_\_\_\_\_.
5. Name the newspaper started by Gandhiji in SouthAfrica.
6. Founder Editor of *Kerala Kaumudi* is \_\_\_\_\_.
7. Expansion for IPTA is \_\_\_\_\_.
8. Name the owner and publisher of *Swadeshabhimani* daily edited by K.Ramakrishna Pillai.
9. The Editor of *Al Ameen* was \_\_\_\_\_.
10. *Ananda Bazar Patrika* is a daily published from \_\_\_\_\_.

**(10 × 1 = 10 Marks)**

**SECTION – B**

*Answer any EIGHT questions, each in a short paragraph not exceeding 50 words.*

11. Harijan.
12. Kesari Balakrishna Pillai.

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13. Doordarshan.
14. Annie Besant.
15. Media Convergence.
16. Mathrubhumi.
17. James Silk Bucking Ham.
18. List the early Malayalam Newspapers.
19. Herman Gundert.
20. Devji Bhimji.
21. Jnananikshepam.
22. AIR.

**(8 × 2 = 16 Marks)**

### **SECTION – C**

*Answer any SIX questions, each in a paragraph not exceeding 120 words.*

23. Cartoonist Sanker.
24. Rajyasamacharam.
25. C.V.Kunjiraman.
26. Prasar Bharati Corporation.
27. Explain the status of Indian press after independence.
28. Trace the growth and evolution of language press during the freedom struggle.
29. *Vayalum Veedum* programme in AIR.
30. Narrate the contributions of Malayalam newspapers to the renaissance movement in Kerala.
31. Explain the current status of magazine journalism in India.

**(6 × 4 = 24 Marks)**

### **SECTION – D**

*Answer any TWO questions, not exceeding four pages.*

32. What are the significant contributions of Mahatma Gandhi to Indian Journalism ?
33. Major contributions of Christian Missionaries to Malayalam Journalism.
34. Literary journalism has lost its sheen in recent years. Do You Agree ? Explain.
35. Do you think that Public Service Broadcasting in India is still relevant ? Elucidate.

**(2 × 15 = 30 Marks)**

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