

Reg. No. :

Name :

Second Semester B.A. Degree Examination, September 2023

First Degree Programme Under CBCSS

Journalism

Complementary Course for English

CJ 1231 : HISTORY OF INDIAN MEDIA

(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** the questions, each in one or two sentences.
1. Sambad Kaumudi
 2. PCI
 3. SITE
 4. Bharat Ek Khoj
 5. Pather Panchali
 6. Raja Harishchandra
 7. Krishi Darshan
 8. Asianet
 9. Chitralkha Film Society
 10. IFFK

(10 × 1 = 10 Marks)

II. Write short notes, not exceeding **60** words, on **any eight** of the following.

11. Rajyasamacharam
12. K. P. Kesava Menon
13. Kerala Patrika
14. Prasar Bharati
15. Mithavadi
16. Media Convergence
17. Paschimodayam
18. Mirat-ul-Akhbar
19. Kesari Balakrishna Pillai
20. P. K. Rosy
21. Balan
22. EDUSAT

(8 × 2 = 16 Marks)

III. Write short essays, each not exceeding **120** words, on **any six** of the following.

23. Explain the contribution of Herman Gundert in developing printing in Kerala.
24. Discuss the relevance of Malayala Manorama in the development of print journalism in Kerala.
25. Explain the threats and opportunities offered by online media to traditional media.
26. How did Raja Ram Mohan Roy use print media for social reforms in India.
27. What were the challenges faced by Dadasaheb Phalke in film production?

28. The 1970's saw a vast change in the film industry of Kerala with experiments in film language with began directors like Adoor Gopalakrishnan, Aravindan etc. How?
29. National Emergency of 1975 marked a change in the newspaper industry of India. Explain.
30. Briefly explain major milestones in the history of television in India.
31. Explain briefly the origin of films in India.

(6 × 4 = 24 Marks)

IV. Write essays, each not exceeding **500** words, on **any two** of the following.

32. Elaborate on the silent era in Malayalam film industry.
33. In Kerala, newspapers were used as a tool for the fight for independence. Explain.
34. Briefly explain the important milestones of All India Radio.
35. Explain and analyse the agricultural programmes telecasted by any Indian television channel of your choice.

(2 × 15 = 30 Marks)
