

D3BMC1801 (S3)

Reg. No.....

Name: .....

**THIRD SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**(Supplementary 2018 Admission)**

**MASS COMMUNICATION**

**ABCJ3B03T: HISTORY OF JOURNALISM AND BROADCASTING**

**Time: 3 Hours**

**Maximum Marks: 80**

**PART A: Answer any 5 questions not exceeding 50 words. Each carries 3 marks.**

1. "Over a Cup of Tea" column
2. Pothan Joseph
3. Radio Mirchi
4. B G Varghese Committee
5. Young India
6. James Silk Buckingham
7. SITE

**(5 x 3 = 15 Marks)**

**PART B: Answer any 7 questions not exceeding 100 words. Each carries 5 marks.**

8. Discuss the contribution of James Silk Buckingham towards Indian Journalism.
9. Discuss the role of Indian public service broadcasting in nation building.
10. Trace out the history of Malayala Manorama newspaper.
11. Enumerate the main features of early newspapers in India.
12. Write short note on Press Council of India.
13. Outline the contributions of Kesari Balakrishnapillai to Malayalam Journalism.
14. Trace the history and development of Radio broadcast in Kerala.
15. Write the profile of veteran journalist Swadeshabhimani Ramakrishna Pillai.
16. Differentiate Cartoons from Caricatures.

**(7 x 5 = 35 Marks)**

**PART C: Answer any 2 questions not exceeding 400 words. Each carries 15 marks.**

17. Trace the growth and development of Television Broadcasting in India.
18. Critically analyse the role of Indian newspapers during freedom struggle.
19. Trace the origin and development of journalism in India giving special emphasis to Hickey's Gazette.
20. Critically analyse the problems and prospects of Press Council of India.

**(2 x 15 = 30 Marks)**