

D3BMC1801 (S4)

(PAGES 2)

Reg. No.....

Name: .....

**THIRD SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2023**

**(Supplementary – 2018 Admission)**

**MASS COMMUNICATION**

**ABCJ3B03T: HISTORY OF JOURNALISM AND BROADCASTING**

**Time: 3 Hours**

**Maximum Marks: 80**

**PART A: Answer any *five* questions not exceeding 50 words.**

**Each carries *three* marks.**

**Write notes on:**

1. *Bengal Gazette.*
2. *Amrita Bazar Patrika.*
3. *Al Ameen.*
4. *K Sukumaran.*
5. *Devji Bhimji.*
6. *Lionel Fieldon.*
7. *Prabhatham.*

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

**PART B: Answer any *seven* questions not exceeding 100 words.**

**Each carries *five* marks.**

8. Describe the pioneering role of James Silk Buckingham to Indian journalism.
9. 'Press Council of India largely remains as a paper tiger.' Assess the functioning of PCI.
10. 'Gnana Nikshepam is considered as the first model newspaper of yesteryears.' Discuss.
11. Compare and contrast the content and style of the Rajyasamacharamand Paschimodayam.
12. Define photo journalism. Analyse the contributions of Raghu Rai as news photographer.
13. Elaborate the role of *Mathrubhumi* in the freedom struggle movement.
14. Discuss the significance of SITE in the annals of Indian broadcasting.
15. What are the challenges faced by radio and television broadcasting in India?
16. How did Serampore missionaries enrich vernacular journalism?

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

**(PTO)**

**PART C: Answer any *two* questions not exceeding 400 words.**

**Each question carries *fifteen* marks.**

17. 'Gandhi was a journalist with a difference.' Analyse the uniqueness and challenges of Gandhian journalism.
18. 'The pioneering vision of Kandathil Varghese Mappilai was pivotal in the success story of Malayala Manorama.' Discuss.
19. Swadeshbimani's style of journalism had positive and negative sides. Critically evaluate his style of journalism.
20. 'Media autonomy is a paramount in democracy.' Discuss the status of media autonomy in the background of Prasar Bharati.

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