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Reg. No.....

Name.....

**B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2017****Third Semester**

Core Course – PRINT MEDIA AND JOURNALISM – I

B.A. English Literature and Communication Studies (Two Main)

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

**Part A***Answer all questions in a sentence or two.**Each question carries 1 mark.*

1. BBC.
2. Le Monde.
3. Tabloid Journalism.
4. News values.
5. Dainik Jagran.
6. K.M. Mathew.
7. Samachar Darpan.
8. Xin hug.
9. Tehelka.
10. Khushwant Singh.

(10 × 1 = 10)

**Part B***Answer any eight of the following in about 60 words each.**Each question carries 2 marks.*

11. Prasar Bharati.
12. Outlook.
13. Op-Ed page.
14. Daily Courant.
15. The Calcutta General Advertiser.
16. Iswara Chandra Vidya Sagar.

**Turn over**

17. Missionary Journalism.
18. Paid news.
19. Offset printing.
20. Right to Information.
21. B.G. Varghese.
22. Watergate Scandal.

(8 × 2 = 16)

### Part C

*Answer any six of the following questions in about 100 words each.*

*Each question carries 4 marks.*

23. What are the contributions of Rajaram Mohan Roy's contribution to Indian Journalism.
24. Write a note on Serampore Missionaries and Indian Journalism.
25. Explain the characteristics of Social Media.
26. Trace any two parallel journalism streams in India.
27. What are the contributions of Swadeshbhimani Ramakrishna Pillai to journalism in Kerala.
28. What are the ethical considerations of reporting terrorism?
29. Write an editorial on the importance of upkeeping professional integrity in the wake of clashes between journalists and advocates which happened recently in Kerala.
30. Write a note on Press Council of India.
31. Write a note on 'Gandhi as a Journalist'.

(6 × 4 = 24)

### Part D

*Answer any two of the following in about 300 words.*

*Each question carries 15 marks.*

32. What was the role of Indian Press in the implementation of five year plans and land reforms?
33. Trace the history and evolution of Indian Press till Independence.
34. Press in India has a pivotal role in safeguarding and fostering democratic principles – Elucidate.
35. Describe the legal framework within which Indian Press is operating.

(2 × 15 = 30)