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Reg. No. :

Name :

Fifth Semester B.A. Degree Examination, December 2022
Career Related First Degree Programme under CBCSS
Journalism and Mass Communication and Video Production
Core Course VII
JC 1541 – MALAYALAM JOURNALISM
(2018 Admission onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer all questions, each in a word or a maximum of 30 words:

1. Jnananikshepam was published in which year?
2. First Malayalam newspaper published from Cochin.
3. First women's magazine in Malayalam.
4. First Malayalam newspaper to start an online edition.
5. The editor of paschimodayam.
6. The first editor of Kerala Mitram.
7. ABC
8. Modular Layout
9. QR code
10. Advertorials

(10 × 1 = 10 Marks)

P.T.O.

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

11. Educational Magazines
12. Scoop
13. Follow-up stories
14. White space
15. Berliner Format
16. Western Star
17. Bhashaposhini
18. Al-Ameen
19. Click bait
20. Pop up ads
21. Content Subscription
22. Graphics
23. Circus layout
24. Teaser
25. Syndicated Columns
26. Vidyasamgraham

(8 × 2 = 16 Marks)

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

27. Write short notes on Rajyasamacharam and Paschimodayam.
28. Contributions of Swadheshabhimani Ramakrishna Pillai to Malayalam Journalism.
29. Write brief biography of Kandathil Varghese Mappilai.
30. Digital Magazines.
31. Entertainment magazines in Kerala.
32. Delineate your opinion on placement of ads in newspaper in recent times.
33. What is your opinion about exclusive news stories?
34. Detail the role of women's magazines.
35. Discuss the role of pictures, graphics and other visual element in magazine layout and design.
36. What are the contributions of Herman Gundert to Malayalam Press?
37. Discuss different types of columns in magazines.
38. Discuss the role of educational supplements in major newspapers of Malayalam.

(6 × 4 = 24 Marks)

IV. Write long essays on any **two** of the following:

39. Mathrubhumi is completing its 100th year in 2023. Trace the origin, growth and development of the newspaper and discuss its role in Malayalam Journalism.
40. Discuss with suitable examples the current trends followed by Malayalam newspapers and magazines to increase their circulation.

41. Translation of news content from other languages requires high precision. If it not done correctly the meaning of entire news content will be changed. Discuss with suitable examples of recent times.
42. Discuss the growth and development of Malayalam press in detail.
43. What are specialized magazines? Write a review focusing on the layout, design and content of a specialized magazine of your choice.
44. What is your opinion about the future of newspapers and printed magazines in the digital era?

(2 × 15 = 30 Marks)

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Fifth Semester B.A. Degree Examination, December 2022

Career Related First Degree Programme under CBCSS

Group 2 (a) : Journalism and Mass Communication and Video Production

Core Course VIII

JC 1542 – MASS MEDIA MANAGEMENT

(2018 Admission onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer all the ten questions, each one in one or two sentences.

1. Vertical integration
2. Media merger
3. Above the line media
4. Resident editor
5. Editorial independence
6. Media oligopoly
7. Bertelsmann
8. Television Audience Measurement
9. Write about the owner of MediaOne Channel.
10. President of Editors Guild of India.

(10 × 1 = 10 Marks)

P.T.O.

iii. Answer any **six** of the following, each one not exceeding **120** words.

27. Explain the various principles of management.

28. Write a note on editorial management.

29. Describe the business model of a television channel.

30. Explain the role of human resource management in a firm.

31. Explain the different types of newspaper ownership.

32. Organizational structure of newspapers.

33. Write a note on the role of Indian Broadcasting Foundation.

34. Write in detail about private and public limited ownership.

35. Write a note on Varghese Committee.

36. Explain the role and functions of Prasar Bharati.

37. Analyse and comment on the statement "Media management is inevitable in identifying the operational problems in the media enterprises".

38. Discuss the different management issues faced by the newspaper organizations in India.

(6 × 4 = 24 Marks)

IV. Answer any **two** of the following, each one not exceeding **500** words.

39. Explain the significance of media management.

40. Critically analyse the major trends in newspaper circulation and promotion.

41. Write an essay on the organisation of news agencies.
42. Attempt an essay on the recommendations of Varghese committee and Kuldeep Nayyar committee.
43. 'Type of media ownership affects its content'. Comment your views.
44. As a circulation manager of an electronic media what steps will you take to increase revenue?

(2 × 15 = 30 Marks)

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Fifth Semester B.A. Degree Examination, December 2022

Career Related First Degree Programme Under CBCSS

Group 2 (a) – Journalism and Mass Communication and Video Production

Core Course IX

JC 1543 — MEDIA LAWS AND ETHICS

(2018 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

- I. Answer all questions. Each in a word or a maximum of 30 words
1. How many members are in Press Council of India?
 2. Code of Criminal Procedure
 3. What is a Bill in legal language?
 4. What is press accreditation?
 5. What is defamation?
 6. What do you mean by jurisprudence?
 7. What is copyright?
 8. What is a criminal court?

P.T.O.

9. What do you mean by amendment?

10. Broadcasting Corporation of India.

(10 × 1 = 10 Marks)

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

11. Contempt of court.

12. Parliamentary proceedings

13. High court

14. Official secrets act

15. Criminal law

16. Defenses for Libel

17. Right to Information Act – 2000.

18. Working Journalists' Act.

19. Subjudice Matter

20. Public Information Officer in RTI Act

21. Press Council of India

22. ASCI

23. News Ombudsman

24. CBFC

25. Indian Cyber Crime Coordination Centre.

26. Plagiarism

(8 × 2 = 16 Marks)

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

27. What is press freedom and why is it important?
28. Explain in detail the civil and criminal law of Defamation.
29. Discuss about the recommendations of 1st Press Commission of India.
30. Discuss in detail the Drugs and Magical Remedies (Objectionable Advertisements) Act.
31. Explain the aspects of film certification in India.
32. Explain the role of RTI Act in the context of freedom of press.
33. Explain the concept of contempt of parliament.
34. Discuss about the fourth pillar of democracy.
35. Discuss about the norms of journalistic conduct by Press Council of India.
36. Write in detail about the powers and functions of High Courts in India.
37. Discuss about Media Trial.
38. Write a detailed note on the judicial system in India.

(6 × 4 = 24 Marks)

IV. Write long essays on any **two** of the following:

39. Outline the importance of cyber laws in curbing cyber crimes.
40. Critically examine the status of Indian media in the context of press freedom.
41. Discuss in detail about the judicial system and types of law courts in India.
42. Discuss about the contempt of court and contempt of legislature proceedings.

43. Examine the issue of breach of privacy in the context of media ethics.

44. Write notes on

- fundamental rights in the Indian constitution
- major provisions of the Indian Copyright Act 1957
- Press and Registration of Books Act.

(2 × 15 = 30 Marks)

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Fifth Semester B.A. Degree Examination, December 2022

Career Related First Degree Programme Under CBCSS

Group 2 (a) – Journalism, Mass Communication and Video Production

Vocational Course VII

JC 1571 — DOCUMENTARY FILM

(2018 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

Answer **all** questions, each in a word or maximum of **30** words.

1. Which is the first documentary film?
2. Who does the voice over in a documentary?
3. Robert Flaherty.
4. CBFC.
5. Realism.
6. Structured interview.
7. Script.
8. Fade-in.

P.T.O.

9. Close-up shot.

10. Grierson

(10 × 1 = 10 Marks)

PART – B

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

11. Define Documentary.

12. Write the names any four basic shots.

13. What is Art Film?

14. Write any four audio recording formats.

15. Define the role of microphone.

16. Define independent film.

17. Poetic Documentary.

18. Performative documentary.

19. Non-Linear Editing.

20. Define narration.

21. News feature.

22. Long Shot.

23. Screenplay.

24. Transitions.

25. Celluloid.

26. Who made Malayalam docu-feature film "Ollathu Mathi"?

(8 × 2 = 16 Marks)

PART – C

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

27. Explain the importance of theme music in documentary film.
28. Explain Narrative documentary.
29. Describe various stages of scripting for documentary.
30. Write about the production stage of documentary.
31. Explain scientific documentary.
32. Write about the lighting techniques used for docu-drama.
33. Discuss briefly about the need and uses of documentary films.
34. Describe the narrating style for documentary.
35. Explain Participatory documentary.
36. Colour grading is an important process in documentary making. – Briefly explain.
37. Write in detail about the need for field research in making a documentary.
38. Explain the various ethics in documenting a social issue.

(6 × 4 = 24 Marks)

PART – D

Write long essays for any **two** of the following.

39. Explain the production of historical documentary.
40. Explain the use of music, sound effect and silence in documentary film.
41. Write a sample script for a documentary film.
42. What are the functions of documentary film? Explain in detail.
43. Critically analyze and write a review any documentary you recently watched.
44. Discuss the characteristics of a documentary.

(2 × 15 = 30 Marks)

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Reg. No. :

Name :

Fifth Semester B.A./B.Sc./B.Com. Degree Examination, December 2022

Career Related First Degree Programme under CBCSS

Group 2 (a) : Journalism and Mass Communication and Video Production

Open Course

JC 1551.1 – FILM APPRECIATION

(2018 Admission onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer all questions, each in a word or a maximum of 30 words:

1. Name the first motion picture camera.
2. Who developed zoetrope?
3. Who was Eadweard Muybridge?
4. When was the first film made in India?
5. Who is the first person from India to win Oscar?
6. Greek Word Diegesis means.
7. Who is called the father of Indian talkie film?
8. Expand OSS.
9. Which shot type is used to show certain features of a subject's face such as the eyes or mouth?
10. Expand OTT.

(10 × 1 = 10 Marks)

P.T.O.

II. Write short notes, each exceeding **60** words, on any **eight** of the following:

11. Lumiere Brothers
12. Italian Neorealism
13. Satyajith Ray
14. Parallel cut
15. Pan and zoom movements of camera
16. Telecine and reverse telecine.
17. Sound bridge
18. Digital intermediate
19. Charlie Chaplin movies
20. National film archive of India
21. Actuality film
22. Vastuhara
23. T V Chandran
24. Cinema verite
25. Andre Bazin
26. Bicycle Thieves

(8 × 2 = 16 Marks)

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

27. Soviet Montage.
28. German expressionism.
29. Central Board for Film Censoring.

30. Linear and non-linear editing.
31. Pre-production phase of cinema.
32. Features of documentary films.
33. Significance of creative use of colour in movies.
34. Early movies in Malayalam.
35. Major works of G. Aravindan.
36. Types of Montage.
37. Dada Saheb Phalke.
38. Different shot scales.

(6 × 4 = 24 Marks)

IV. Write essays on any **two** of the following:

39. Trace the history of world cinema citing the **major attempts**.
40. Discuss in detail about the different genres in **cinema**.
41. Analyse the new trends happening in **Indian cinema**.
42. The cinema has emerged as a significant **cultural, educational, recreational and promotional tool** in modern society. **Substantiate with suitable examples**.
43. Discuss in detail about the different types of **documentary films**.
44. Attempt an essay on the aspects of **mise-en-scene**.

(2 × 15 = 30 Marks)