

Journalism

(Pages : 3)

S – 1884

Reg. No. :

Name :

Fifth Semester B.A. Degree Examination, December 2023
Career Related First Degree Programme Under CBCSS
Journalism and Mass Communication and Video Production
Core Course VII

JC 1541 – MALAYALAM JOURNALISM
(2015 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Answer **all** questions, each in a word or a maximum of **30** words.
1. Rajyasamacharam was published in which year?
 2. First printing press in Kerala.
 3. First printed magazine in Malayalam language.
 4. First Malayalam book on Journalism.
 5. Who started Kerala Kaumudi?
 6. First English newspaper from Kerala.
 7. RNI.
 8. Circus Layout.

P.T.O.

9. Infographics.
10. Syndicated Column.

(10 × 1 = 10 Marks)

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

11. Travel Magazines
12. Sensationalism
13. Teaser
14. Layout
15. Grey space
16. Devji Bhimji
17. Mathrubhumi Magazine
18. Veekshanam
19. Online portals
20. Banner ads
21. Paywall
22. Navigator

(8 × 2 = 16 Marks)

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

23. Discuss the contributions of Herman Gundert to Malayalam Press.
24. Role of Malayala Manorama in the history of Malayalam journalism.

25. Write brief biography of Kesari A Balakrishna Pillai.
26. Online editions of newspaper.
27. Women Magazines in Kerala.
28. Discuss how visual content help in enhancing the readability of magazines.
29. Delineate your opinion on sensationalisation of content by media.
30. What are the different types of columns in magazine?
31. Delineate your opinion on placement of ads in newspaper in recent times.

(6 × 4 = 24 Marks)

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

32. Trace the history of Malayalam press in detail.
33. Discuss the new trends followed by Malayalam magazines.
34. What are specialized magazines? Write a review focusing on the layout, design and content of a specialized magazine of your choice.
35. Critically analyze the layout and make-up of Malayalam newspapers.

(2 × 15 = 30 Marks)

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Fifth Semester B.A. Degree Examination, December 2023

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

(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** questions, each in a word or a maximum of **30** words.
1. Who is the president of Editors Guild of India?
2. What is GRP?
3. Expand BOC
4. The Indian Institute of Mass Communication was established in which year?
5. Who is the Chief Editor of Malayala Manorama Daily?
6. Who owns Malayalam cable TV channel Media One?
7. Which voluntary organisation in India certifies and audits the circulations of major publications, including newspapers and magazines?
8. What is WAN-IFRA?

P.T.O.

9. Which was the first private FM in India?
10. What is hulu?

(10 × 1 = 10 Marks)

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

11. What is the 'unity of command' principle in management?
12. What is classic approach to management?
13. What is scientific management theory?
14. What is cross media ownership?
15. Explain the term concentration of media ownership.
16. What is media entrepreneurship?
17. What do you mean by mergers and acquisitions?
18. Write a short note on the magazine market of India.
19. Write a note on Meta Platforms Inc.
20. What do you mean by market penetration strategy?
21. Write a note on TAM ratings.
22. Write a note on Sun TV network.

(8 × 2 = 16 Marks)

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

23. What all were the recommendations of second press commission?
24. Write down the functions of news agencies.
25. Will media practice be effective with any censorship? Provide your view.

26. Discuss about the Fayol's principles of management.
27. Examine the advantages of electronic media over print media.
28. Write down in detail about Kuldip Nayyar Committee.
29. Explain the need of efficient management in running a media firm.
30. Discuss about the major sources of revenue for a TV Channel.
31. Explain the importance of financial management for a media organization.

(6 × 4 = 24 Marks)

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

32. Discuss in detail about the characteristics and functions of management.
33. Trace the evolution of media in India.
34. Analyse the new trends happening in the news media industry in India.
35. Cross media ownership is a growing trend in India. Comment your views with suitable examples.

(2 × 15 = 30 Marks)

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(Career Related First Degree Programme under CBCSS)

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

Core Course IX

JC 1543 : MEDIA LAWS AND ETHICS

(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** questions, **each** in word or a maximum of **30** words.
1. Security given for the due appearance of a prisoner in order to obtain his release from imprisonment is _____.
2. One who commence a lawsuit is known as _____.
3. Information Technology Act was amended in the year.
4. Part _____ of Indian Constitution deals with fundamental rights.
5. Right to privacy is a _____ right.
6. What is PCI?
7. Media is known as the _____ pillar of democracy.

P.T.O.

8. What is Habeas Corpus Writ?
9. What is U/A?
10. Cyberstalking.

(10 × 1 = 10 Marks)

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

11. Media Trial.
12. Hacking.
13. Uniform Civil Code.
14. Freedom of speech and expression.
15. Cyber terrorism.
16. Contempt of Court.
17. Amicus curiae.
18. DPSP.
19. Article 19(2).
20. Defamation.
21. Media self-regulation.
22. IPR.

(8 × 2 = 16 Marks)

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

23. Official Secrets Act.
24. Drug and Magic Remedies Act.
25. Explain different cyber crimes.
26. Detail the judicial system in India.
27. Freedom of Press.
28. Right to Information Act, 2005.
29. Delineate the broadcasting code of AIR.
30. Reporting of legislative proceedings.
31. Explain different types of writs.

(6 × 4 = 24 Marks)

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

32. Elaborate on Copyright Act.
33. Explain in detail the code of ethics to be followed by journalists.
34. Discuss the current status of freedom of press in India.
35. Censorship doesn't mean banning in the name of obscenity and public order. Discuss.

(2 × 15 = 30 Marks)

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Fifth Semester B.A. Degree Examination, December 2023

Career Related First Degree Programme Under CBCSS

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

Vocational Course – VII

JC 1571 – DOCUMENTARY FILM

(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** questions, each in a word or a maximum of **30** words.
1. Which early documentary film has been described by academics as a form of "salvage ethnography"?
 2. Who invented 'Capitalism : A Love Story'?
 3. What is IDSFFK?
 4. Name the first documentary film.
 5. What is IDA?
 6. Which famous Malayalam Film director directed the award winning documentary film on Kalamandalam Gopi?
 7. Which movie won the Best Documentary Oscar 2022?

P.T.O.

8. Which cinematographic technique portrays objects very near the camera as well as those faraway are in focus at the same time?
9. What is a docufiction?
10. Which malayalam poet directed the award winning documentary on Vallathol?

(10 × 1 = 10 Marks)

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

11. Anand Patwardhan
12. Mockumentary
13. Leena Manimekalai
14. Performative documentaries
15. Basic controls of camera
16. Scenic Design
17. Digital post-production
18. Qualitative research
19. Live recording
20. IFFI
21. Kerala State Chalachitra Academy
22. John Grierson

(8 × 2 = 16 Marks)

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

23. Functions of documentary films
24. Early documentary movies
25. Camera angles and basic movements

26. Research in documentary making
27. Social significance of documentaries
28. Significance of creative use of Sound in documentary production
29. Contributions of Robert Flaherty
30. Life and works of John Grierson
31. Film activism

(6 × 4 = 24 Marks)

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

32. Write an essay on the ethical issues in documentary film making.
33. Discuss in detail about the different genres in documentaries.
34. Critically examine the impact of digital technology in documentary film making.
35. Write brief notes on **any three** of the following:
 - (a) Chronological editing
 - (b) Montage
 - (c) Continuity editing
 - (d) Role of lighting in mise- en-scene
 - (e) Cinema Verite

(2 × 15 = 30 Marks)

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Fifth Semester B.A. Degree Examination, December 2023
Career Related First Degree Programme under CBCSS
Group 2(a) Journalism, Mass Communication and Video Production
Open Course
JC 1551.1 : FILM APPRECIATION
(2014 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 feature film in film history.
 2. Who invented praxinoscope?
 3. What was a cinematographe?
 4. Name the first colour film made in India.
 5. Which Indian film director won honorary Oscar for life-time contribution?
 6. Which is the first Malayalam Film which bagged the President gold Medal?
 7. Who directed the movie The Birth of a Nation?
 8. What is a transition?
 9. What is the unit of intensity of light?
 10. Who directed the movie Battleship potemkin?

(10 × 1 = 10 Marks)

P.T.O.

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

11. Film Noir
12. French new wave cinema
13. Mrinal Sen
14. Jump cut
15. Dolly and track movements of camera
16. Non-linear editing
17. Sync sound
18. Dolby sound
19. CODA
20. Avasa vyooham
21. Chalachitra Sameeksha
22. Elippathayam

(8 × 2 = 16 Marks)

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

23. French new wave cinema.
24. Early silent movies.
25. Discuss about the different camera angles.
26. Film post-production works.
27. Scripting and story boarding.

28. Lighting techniques in movies.
29. Contributions of K.S. Sethumadhavan.
30. Major works of Adoor Goplakrishnan.
31. Film society movement in Kerala.

(6 × 4 = 24 Marks)

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

32. Write an essay on Bollywood movies.
33. Trace the evolution of cinema in India.
34. Critically examine the impact of digital technology in film making.
35. Write brief profiles of any three of the following.
 - (a) Charlie Chaplin
 - (b) D.W. Griffith
 - (c) Ritwik Ghatak
 - (d) Balachandar
 - (e) ManiKaul

(2 × 15 = 30 Marks)