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Reg. No. : .....

Name : .....

**Second Semester B.A. Degree Examination, August 2024**

**Career Related First Degree Programme under CBCSS**

**Group 2(a) – Malayalam and Mass Communication**

**Vocational Course II**

**MX 1271 : MALAYALAM JOURNALISM**

**(2021 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Write answer in one word or maximum **two** sentences to the following.

1. Devji Bhimji
2. Kerala Pathrika
3. Swarad
4. Mathrubhumi Weekly
5. F. Muller
6. Sahodaran Magazine
7. 'Vanitha'
8. BMS
9. Rashtra Deepika Cinema
10. C.V. Kunjiraman

**(10 × 1 = 10 Marks)**

P.T.O.



II. Write short answers to **eight** questions each in about **60** words.

11. Describe the contributions of Benjamin Bailey in Malayalam Journalism.
12. Explain the contributions of Mohammed Abdul Rahman Sahib.
13. What is specific interest magazine? Give examples.
14. Explain the role of research journals in Malayalam.
15. Contributions of news magazines in Malayalam.
16. Kandathil Varghese Mappilai.
17. Kesari Balakrishna Pillai.
18. Indiavision.
19. Madhyamam.
20. Compare any newspaper with its news portal.
21. Rajyasamacharam.
22. Vidyasangraham.

(8 × 2 = 16 Marks)

III. Give short essay type answers to any **six** questions

23. What is the role of literary magazines in the contemporary social scenario?
24. Explain the contribution of Hermann Gundert to Malayalam journalism.
25. Describe the role of Mathrubhumi in Malayalam journalism.
26. Explain the journey of Nasrani Deepika to Deepika.
27. Analyse the content and layout of any online news portal of your choice.

28. Examine any two publications run by political organisations.
29. How is Sahodaran Ayyappan different from his contemporaries?
30. Do you feel online editions to overtake their print formats? Substantiate your points.
31. Assess the contributions of Kerala Kaumudi to Malayalam journalism.

(6 × 4 = 24 Marks)

IV. Write answers to any **two** questions

32. Do you think Malayalam news media cover the issues of the marginalised? Validate your argument with examples.
33. Explain the evolution and growth of Malayala Manorama as a newspaper.
34. Do you think Malayalam news portals have readers? Authenticate your views on the future of Malayalam online portals.
35. Explain the relevance of the newspaper Swadeshabhimani.

(2 × 15 = 30 Marks)