



Reg. No. : .....

Name : .....

**Fifth Semester B.A. Degree Examination, December 2018  
(Career Related First Degree Programme under CBCSS)  
Journalism, Mass Communication and Video Production  
Core Course VII  
JC 1541 : MALAYALAM JOURNALISM  
(2015 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

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

(10x1=10 Marks)

- 1) Rajyasamacharam was published in the year
- 2) The publishing space of Jnananikshepam
- 3) Sky box.
- 4) Who was the first editor of Keralamithram ?
- 5) Paschimodayam was published from
- 6) Swadeshabhimani was deported in the year
- 7) Mannanam was the publishing place of \_\_\_\_\_ newspaper.
- 8) Fever chart is an example of
- 9) The newspaper editor who had been jailed for actively participating in Vaikom Sathyagraham.
- 10) Kuldeep Nayyar is an example for \_\_\_\_\_ columnist.

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

- 11) Devji Bheemji.
- 12) Discuss about the special pages for school children by any two Malayalam newspapers.
- 13) Syndicated column.
- 14) Vakkom Moulavi.
- 15) Press Accreditation.
- 16) CMS Press
- 17) Sports pages of Malayalam newspapers.



- 18) Anchor story.
- 19) Bhashaposhini sabha
- 20) Super lead
- 21) K. Madhavan Nair
- 22) F. Muller.

(8×2=16 Marks)

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

- 23) Differentiate between translation and transliteration.
- 24) Explain the contributions of Herman Gundert to Malayalam Journalism.
- 25) What is News exclusive ? Give some examples of scoop.
- 26) What is a specialised page ? How does it help to increase circulation ?
- 27) What are the changes in layout that Malayalam newspapers introduced as part of circulation campaign ?
- 28) What is syndicated news ? How can it be utilised for Malayalam Newspaper ?
- 29) Comment on the Public campaign activities done by different Newspapers.
- 30) Explain the role played by Kesari Balakrishna Pillai for Malayalam Journalism.
- 31) Briefly explain any four trends currently followed by Malayalam Newspapers to increase the visual attraction of the pages. (6×4=24 Marks)

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

- 32) Give a brief history of Malayalam Journalism.
- 33) Compare the different game shows organized by 2 different newspapers intended to increasing their circulation.
- 34) What is hyperlocalism ? Do you think hyperlocalism will help the newspapers to increase the readership ? Critically analyse the practices of Malayalam Newspapers towards hyperlocalism.
- 35) Sketch a brief profile of the below given Malayalam journalists :
  - a) Swadeshabhimani Ramakrishna Pillai
  - b) Kandathil Varghese Mappilai
  - c) C. V. Kunjiraman.

(2×15=30 Marks)