

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2010

VC 2503 - INDIAN MEDIA SCENARIO

Date & Time: 20/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the questions in about 50 words each.

(10 X 2 = 20 marks)

1. Penny Press
2. News Agency
3. Tabloidization
4. Community Radio
5. DTH
6. Parallel Cinema
7. Street Theatre
8. Global Village
9. Press Information Bureau
10. New Media

PART – B

Answer ANY FIVE questions in about 200 words each.

(5 X 8 = 40 marks)

11. 'Yellow journalism is on the rise.' Justify the statement.
12. Discuss the impacts of foreign Television channels in India.
13. Discuss the role of Press during Emergency.
14. Write a detailed note on Film Censorship in India.
15. Explain the various forms of folk media used in Tamil Nadu.
16. Write about the State owned media Organizations.
17. Define the role of new media in cross-cultural communication.

PART – C

Answer ANY TWO questions in about 400 words each.

(2 X 20 = 40 marks)

18. Trace the history and evolution of print medium. Discuss the current trends in print journalism.
19. Evaluate the Statement – "Advent of Private FM Channel is a rebirth for Radio as a Mass Media".
20. Trace the origin and growth of cinema in India.
21. How do traditional media affect our culture, oral, folk traditions and our society?

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