



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – HISTORY

FIRST SEMESTER – APRIL 2016

VC 1103 - HISTORY OF INDIAN MEDIA

Date: 05-05-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Part-A

Answer all the following question

10 x 2 = 20

1. Diamond sutra
2. Papyrus
3. Bengal gazette
4. Phalke awards
5. AIR
6. Alam Ara
7. Cable TV
8. Clay tablet
9. Rock edicts
10. Cuneiform

Part-B

Answer any FIVE questions

5 x 8 = 40

11. Write the history of woodblock printing in India.
12. Discuss film in silent era in India.
13. Describe the contributions of Subramania Bharathi in journalism.
14. Trace back the contributions of Serampore missionaries.
15. Elaborate the characteristics of Radio and its audience.
16. Write on the history and importance of vernacular press in India.
17. Enlist the role of Press Trust of India (PTI).
18. Write on the history of Press commissions in India.

Part-C

Answer any TWO of the following

2 x 20 = 40

19. Press played a vital role to free India- Justify with historic evidences.
20. Write an essay on the contributions of B. R. Panthulu.
21. Elaborate on the functions and objectives of Prasar Bharati.
22. 'The invasion of cable TV created a tuff time for Doordarshan' - Criticize with evidences.
