



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2016

VC 2503 - INDIAN MEDIA SCENARIO

Date: 21-04-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Part-A

Answer all the following question

10 x 2 = 20

1. Clay tablets
2. Papyrus
3. Sudhesamitran
4. Mute films
5. AIR
6. Alam Ara
7. DTH
8. Movable type
9. Rock edicts
10. Cave art

Part-B

Answer any FIVE questions

5 x 8 = 40

11. Write the history of cave painting 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 Christian missionaries.
15. Elaborate the characteristics of Radio and its audience.
16. Write on the history and importance of press commissions in India.
17. Enlist the role of News Agencies.
18. Write on the history of Press council in India.

Part-C

Answer any TWO of the following

2 x 20 = 40

19. Radio played a vital role to free India- Justify with historic evidences.
20. Write an essay on the contributions of K.Balachander.
21. Elaborate on the functions and objectives of Newspaper Registrar of India (NRI).
22. 'The invasion of e-Newspaper created a tuff time for print newspaper' - Criticize with evidences.
