

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2016

VC 3508 – HISTORY OF MEDIA

Date: 28-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART-A

Answer ALL the questions in not more than 50 words each.

(10 x 2 =20 marks)

1. Vernacular Press.
2. Freedom of Press.
3. Social Responsibility theory.
4. Censorship.
5. Digital Media.
6. Yakshagana.
7. Twitter.
8. Raja Ram Mohan Roy's contribution to the press.
9. Reuters.
10. Contemporary Press.

PART-B

Answer any FIVE of the following in not more than 200 words each.

(5 x 8= 40 marks)

11. Discuss the role of the print medium in the struggle for freedom.
12. Briefly explain the folk forms of Tamil Nadu.
13. How is cinema influencing the masses today? Why?
14. Trace the growth of FM channels in India.
15. Explain the need for censorship. Justify.
16. How do social media contributes being a source of news today? Give examples.
17. Discuss the depth with which the news in the magazines influences the society at large.

PART-C

Answer any TWO of the following in not more than 500 words each.

(2 x 20 =40 marks)

18. Discuss the normative theories of the press.
19. Explain the different genres of film.
20. Why are foreign TV channels preferred to Indian Channels? Explain.
21. How has folk media been an effective part of Indian Culture?

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