



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2017

VC 3508- HISTORY OF MEDIA

Date: 02-05-2017
09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

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

(10 x 2 =20)

1. FM
2. Pop Culture
3. Social Responsibility theory
4. Alternative Cinema
5. Yakshagana
6. Folk media
7. Vividh Bharathi
8. Swadeshmitran
9. Censor Board
10. Documentary Film

PART B

Answer any 5 of the following in not more than 200 words each.

(5 x 8= 40)

11. Is there any difference between parallel cinema and new cinema ? Explain citing suitable examples.
12. Define and explain alternate media.
13. How is social media being responsible in reaching out to the masses ?
14. Trace the growth of radio on India.
15. Does the government play a vital role in press freedom ? Justify.
16. Discuss SITE.
17. Discuss different genres of films.
18. Compare the popularity of foreign TV channels to Indian Channels and why?

PART C

Answer any 2 of the following in not more than 500 words each.

(2 x 20 =40)

19. Discuss the trends and popularity of social media.
20. Explain the normative theories of the press.
21. Explain the merits and demerits of film production and distribution rights.
22. How do the folk forms influence our cultural patterns? Explain.
