

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.A. DEGREE EXAMINATION – HISTORY**

**FIRST SEMESTER – APRIL 2018**

**VC 1103– HISTORY OF INDIAN MEDIA**

Date: 28-04-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A**

Answer ALL the following in not more than 50 words

10x2=20 Marks

1. Write a note on PTI
2. What is off-the-record news?
3. Briefly explain Internet radio.
4. What was nationalist cinema?
5. What is the role of PIB in the Ministry of Information and Broadcasting?
6. Where is Karagattam performed?
7. What is Parai Attam?
8. List out the popular FM radio channels?
9. Write on press council of India.
10. Mention any three disadvantages of online media?

**PART – B**

Answer any FIVE from the following in not more than 100 words

5x8=40 Marks

11. Explain the history of print media in India.
12. Comment on FDI in media sector.
13. List out the advantages of Community Radio.
14. Explain any five popular TV channels in India.
15. Differentiate between popular cinema and alternate cinema.
16. What are the advantages of social media?
17. Name and explain any four government media organizations in India.

**PART – C**

Answer any TWO questions from the following in not more than 200 words

2x20= 40 Marks

18. Elaborate on the role of press during pre-Independence period.
19. Discuss the functioning of satellite channels in contemporary India.
20. Critically evaluate the impact of cinema on children. Give examples.
21. Analyse the various folk forms of Tamil Nadu.

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