

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc.DEGREE EXAMINATION –VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2018

VC 3508– HISTORY OF MEDIA

Date: 05-05-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART –A

Answer ALL the following questions

(10 x2 =20 Marks)

1. Bombay Courier
2. Vernacular Press
3. VividhBharathi
4. DAB
5. Parallel Cinema
6. Raja Harishchandra
7. Villupattu
8. Shadow Puppets
9. Social Media
10. Cyber security

PART –B

Answer any FIVE of the following in about 150 words each: (5 x 8 = 40 Marks)

11. Comment on the boom of magazines during the 1980s and 1990s.
12. Sketch the History of Indian Press from Hicky's Gazette to the time of Independence.
13. Explain the role of "Congress" Radio during independence.
14. Explain the recommendations of Verghese Committee.
15. What are the characteristics of documentary films?
16. Explain the importance of folk media in India.
17. Explain the development of New Media Communication.

PART –C

Answer any TWO of the following in about 400 words each: (2 x 20 = 40 Marks)

18. The Privatisation of FM broadcasting has proved to be controversial. What are the pros and cons of private broadcasting?
19. Why do you think the regional Cinema is catching up with the popularity of mainstream national cinema? Write on the achievements of the Tamil and Malayalam Cinema in recent years.
20. "In this Digital age, your privacy is continuously invaded". Comment.
