



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

**B.Sc.DEGREE EXAMINATION –VISUAL COMMUNICATION**

**THIRD SEMESTER – APRIL 2019**

**VC 3508– HISTORY OF MEDIA**

Date: 24-04-2019  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART –A**

**Answer ALL the following questions**

**(10 x2 =20 Marks)**

1. Bengal Gazette
2. Right to privacy
3. VividhBharathi
4. Satellite TV
5. Kinetoscope
6. AlamAra
7. Therukoothu
8. Shadow Puppets
9. Virtual Identity
10. Cyber security

**PART –B**

**Answer any FIVE of the following in about 200 words each**

**(5 x 8 = 40 Marks)**

11. Trace out the origin and evolution of Print Medium.
12. Write short note on FM boom.
13. Explain the role of CBFC in censoring film in India.
14. Discuss Production and Distribution of Indian Film
15. Write short note on the importance of Internet.
16. Elaborate on the central government media organizations.
17. What is paid news? What are its consequences in journalism?

**PART –C**

**Answer any TWO of the following in about 400 words each**

**(2 x 20 = 40 Marks)**

18. How do you see the future of language newspapers in India? Explain
19. Elaborate on the different folk forms of Tamil Nadu
20. “Invasion of Television affected the growth of other media”. Comment.
21. Explain how social media has empowered the individual citizens effectively?

\*\*\*\*\*