



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2022

UMM 2301 – TRADITIONAL MEDIA

Date: 27-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

S. No.	SECTION – A		
1.	Fill in the Blanks	5X1=5 Marks	
1.	Name any one traditional dance of Kerala _____ a)Kathakali b)Bharatanatyam c)Hip hop d)Vallam kali	K1	CO1
2.	There is a class struggle between high culture and _____ culture a)low b)high c)different d)weak	K1	CO1
3.	Ais defined as a cultural idea that describes a regular, patterned behavior that is considered characteristic of life in a social system. a) custom b)practice c) patterns d)society	K1	CO1
4.	Name any one use of media in the society: _____ a) Informative b)disorient c) misinformation d) fake news	K1	CO1
5.	The handing down of information, beliefs, or customs from one generation to another is called a)Tradition b)Property c)society d)village	K1	CO1
2.	Fill in the Blanks	5X1=5 Marks	
1.	Ais a grouping of individuals, which is characterized by common interest and may have distinctive culture and institutions. a)society b)cooperation c)leader d)opinion leader	K1	CO1
2.	Telugu is an official language of the states of and Telangana. a) Andhra Pradesh b)Kerala c)Karnataka d)Tamilnadu	K1	CO1
3.	Bhangra is a dance music traditionally performed during harvest festivals and weddings, characterized by the beating of a large, two-headed drum. a)Punjabi b)Gujarathi c)Srilankan d)American	K1	CO1
4.is a Tamil Nadu dance form. a)Parai Attam b)Kuchipudic)Manipurid)Mohiniyattam	K1	CO1
5.	Name any one martial art of Kerala: _____. a) Kalaripayattu b)Gatka c)Lathi khela d)Karate	K1	CO1
3.	Define the following	5X1=5 Marks	
a)	Folk Culture	K2	CO1
b)	Therukoothu	K2	CO1
C)	Puppetry	K2	CO1
d)	Western art	K2	CO1

e)	Folk art in national development	K2	CO1
4.	Define the following	5X1=5 Marks	
a)	Women development through folk arts	K2	CO1
b)	Welfare of Folk artists	K2	CO1
c)	Silambattam	K2	CO1
d)	Thappattam	K2	CO1
e)	Kolattam (Stick dance)	K2	CO1

SECTION – B			
Answer any TWO of the following in 150 words (2 x 10 = 20 Marks)			
5.	Identify and define the reasons for change in the audience perceptions due to usage of modern gadgets	K3	CO2
6	Explain high culture and low culture	K3	
7.	Discuss the use of body language and voice in folk media	K3	CO2
8	Discuss the importance of costume in traditional art	K3	

SECTION C			
Answer any TWO of the following in 150 words (2 X 10 = 20 Marks)			
9.	How do traditional stories teach moral values?	K4	CO3
10.	Define the trends in youngsters and how they appreciate folk art	K4	
11.	Explain the disadvantages of folk media	K4	CO3
12.	Describe the Marxist theory in detail	K4	

SECTION – D			
Answer any ONE of the following in 250 words (1 x 20 = 20 Marks)			
13.	Discuss your views on traditional media in Tamilnadu	K5	CO4
14.	Describe the challenges faced by the folk artists in the global stage	K5	CO4

SECTION E			
Answer any ONE of the following in 250 words (1x20 = 20 MARKS)			
15.	Explain the theoretical approaches to folklore	K6	CO5
16.	Is folk art used very often in Tamil films? Give examples and illustrate your stand.	K6	CO5

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