



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED

SECOND SEMESTER – APRIL 2022

UMM 2301 – TRADITIONAL MEDIA

(2019,2020 BATCH ONLY)

Date: 27-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A

Answer all the following questions

10X2=20 marks

1. Plot
2. Over crowd of thought
3. Encoding
4. Character
5. Metaphor
6. Communication
7. Dialogue
8. Slogan
9. Jingle
10. Scene

SECTION B

Answer any Five of the following question.

5X8=40 marks

11. Describe the communication process.
12. Explain the role of media on society
13. Elaborate the steps to be followed while writing
14. Describe the elements of short story
15. Explain the influence of media on youth with examples
16. Describe characterization
17. Explain plot structure

SECTION-C

Answer any two of the following question.

2X20=40 marks

18. Describe the importance of BGM of films
19. Write a review of a film that you have watched recently
20. Write an essay on the process of (POW) Planning, Organizing and Writing.
21. Explain dramatic personae of a film that you have watched recently.

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