

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2023

UMM 2301 – TRADITIONAL MEDIA

Date: 10-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Definitions

a) Folklore.

b) Society

c) Folkdance

d) Classical dance

e) Deity

2. Match the following

a) a. Myths - i. Short stories that often feature animals or objects with human qualities and convey a moral lesson.

b) b. Legends - ii. Traditional stories that explain natural phenomena or the origins of cultural practices and beliefs.

c) c. Folktales - iii. Stories that are based on historical events or real people and may have a basis in fact.

d) d. Fables - iv. Narratives that are passed down orally and typically feature supernatural or magical elements.

e) e. Silambam - v. Martial art

SECTION A - K2 (CO1)

Answer ALL the Questions
10)

(10 x 1 =

3. Fill in the blanks

a) Before the advent of the internet, people relied heavily on _____ and _____ for their daily news and information.

b)is a popular form of traditional media that involves the production and distribution of magazines and newspapers.

c) Folk media often relies on traditions and community participation.

d) Folk media makes it accessible to people of all ages and backgrounds, and allows it to adapt to changing and cultural contexts.

e) Traditional artists paint their face incolors

4. Definitions

a) Karakattam

b) Cultural Identity

c)	Global culture
d)	Proverbs
e)	Lullaby
SECTION B - K3 (CO2)	
	Answer any TWO of the following in 100 words (2 x 10 = 20)
5.	List out at least five folk media forms of Tamil Nadu. Elaborate on any one.
6.	Write five proverbs (English or Tamil) and explain how they were used as a tool for transfer of knowledge.
7.	Describe the evolution of music
8.	Elaborate on the techniques of storytelling
SECTION C – K4 (CO3)	
	Answer any TWO of the following in 100 words (2 x 10 = 20)
9.	<p>Passage Comprehension:</p> <p>Tamil folklore is a rich and varied tradition that encompasses a wide range of stories, myths, legends, and folktales. Many of these tales have been passed down orally from generation to generation and have become an integral part of Tamil culture and identity.</p> <p>One of the most famous forms of Tamil folklore is the Sangam literature, which dates back to the 3rd century BCE. This corpus of literature consists of over 2,000 poems and songs, many of which celebrate the beauty of Tamil culture and the Tamil language. These poems and songs are a testament to the rich cultural heritage of Tamil Nadu and continue to be celebrated and recited to this day.</p> <p>Another important aspect of Tamil folklore is the many stories and legends surrounding the Hindu gods and goddesses. These tales often feature larger-than-life characters and epic battles between good and evil, and they continue to play an important role in Tamil religious and cultural life.</p> <p>Tamil folklore also includes a rich tradition of folk music, dance, and theater. These art forms are often performed at festivals and other cultural events, and they continue to be an important part of Tamil cultural identity.</p> <p>Questions:</p> <ol style="list-style-type: none"> What is Tamil folklore? How has Tamil folklore been passed down through generations? What is Sangam literature? What is the significance of the stories and legends surrounding the Hindu gods and goddesses in Tamil folklore? What are some of the art forms included in Tamil folklore?
10.	Differentiate Traditional Media and Digital Media.
11.	Discuss about the religious faiths in Tamil Nadu

12.	Deliberate on the traditional food habits in Tamil Nadu
SECTION D – K5 (CO4)	
	Answer any ONE of the following in 250 words (1 x 20 = 20)
13.	Analyze and evaluate how the Indian Cinema has adapted the folk media in the art of storytelling.
14.	A television channel has allotted a slot every week Tuesday from 5.30 to 6PM to folk media for six weeks. Prepare a plan of folk media related topics to be covered for six episodes. Each episode has to be fragmented into three segments.
SECTION E – K6 (CO5)	
	Answer any ONE of the following in 250 words (1 x 20 = 20)
15.	Analyze how folk media acts as an active medium for communication campaigns in the digital era. Discuss with appropriate examples.
16.	"Festivals and other cultural celebrations are important because they help to maintain cultural heritage and ensure that traditions are passed down from one generation to the next." - Dr. Jennifer L. Roberts. Based on your observations, discuss how festivals create a sense of belonging, connection to community, and pride in one's cultural identity.

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