



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2023

VC 3508 – HISTORY OF MEDIA

Date: 02-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART - A

Answer ALL the questions:

(10 x 2 = 20 marks)

01. Rock edict
02. Olai chuvadigal
03. Clay tablets
04. Hieroglyphs
05. Cuneiforms
06. Papyrus
07. Cave arts
08. Offset printing
09. Litho press
10. Xerox

PART - B

Answer any FIVE in about 200 words each:

(5 x 8 = 40 marks)

11. Explain the development of electronic tablets from clay tablets.
12. Describe monochrome printing.
13. Elaborate the evolution of calligraphy.
14. Explain process of linotype printing.
15. Describe the features of Malabar tamll fonts.
16. Discuss the contributions of newspaper on social justice.
17. Explain the role of Christian missionaries in the development of early press in India.

PART - C

Answer any TWO in about 400 words each:

(2 x 20 = 40 marks)

18. Explain the features of Vernacular press in India.
19. Discuss the control over the press in India by British government.
20. Justify the technological development has created a global village.
21. Discuss the impact of printing press on Indian society.

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