

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2009

VC 1806 - INTERNATIONAL MEDIA

Date & Time: 11/11/2009 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART-A

ANSWER ANY **FIVE** QUESTIONS IN 100 WORDS EACH.

(5X4=20)

1. What is the expansion of CTP?
2. What are the two main factors that gave rise to television technology?
3. How would you gain readability in the international print media?
4. Enumerate factors that mark the internationality of a media company.
5. What is the core competency of digital media?
6. Describe the role of commerce in the development of print media.
7. What are the two main objectives of media?

PART-B

ANSWER ANY **FIVE** OF THE FOLLOWING IN 200 WORDS EACH.

(5X8=40)

8. What do you mean by symptomatic technology?
9. Give a descriptive idea about the relationship between globalization and digital media.
10. What are the factors that contributed to digital revolution?
11. Consumers expect only entertainment: Do you agree? Give your opinion.
12. What is the role of media in social change in African countries?
13. What are the two types of electronic media?
14. Explain briefly the two devices that helped create two-dimensional images in motion?
15. Write a brief note on film medium.

PART-C

ANSWER ANY **TWO** OF THE FOLLOWING IN 400 WORDS EACH.

(2X20=40)

16. Compare Hollywood with Bollywood and explain the differences between the two.
17. "The culture we have is image based". Discuss.
18. What really makes Asian Media fall below the standard of international and the North American Media?
