



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMM.

THIRD SEMESTER – NOVEMBER 2013

VC 3508 – HISTORY OF MEDIA

Date : 06/11/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer **ALL** the following questions:

(10x2=20 Marks)

1. Bengal Gazette
2. Right to privacy
3. Vividh Bharathi
4. RNI
5. Kinetoscope
6. Alam Ara
7. Therukoothu
8. Shadow Puppetry
9. Social Media
10. Cyber security

PART – B

Answer any **FIVE** of the following in about 150 words each:

(5x8=40 Marks)

11. Trace out the origin and evolution of News papers.
12. Write about PTI.
13. Explain the role of “Congress” Radio during independence.
14. Explain the recommendations of Verghese Committee.
15. Write about the importance of Film Censorship.
16. Explain the importance of folk media in Indian Communication.
17. Trace the development of New Media Communication.

PART – C

Answer any **TWO** of the following in about 400 words each:

(2x20=40 Marks)

18. Critically evaluate the impact of Cinema on Society.
19. Write a report on the function you have attended using the Inverted Pyramid Style.
20. Trace the history of Advertising.
21. Discuss the key moments of Indian Television.

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