



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – HISTORY

FIRST SEMESTER – NOVEMBER 2014

VC 1103 - HISTORY OF INDIAN MEDIA

Date : 01/11/2014
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the following in about 50 words:

10x2=20 Marks

1. Write a note on RNI.
2. What is a news value?
3. Briefly explain community radio.
4. Write on pre-Independence cinema.
5. What is the role of films division in the Ministry of Information and Broadcasting?
6. What is yakshagana?
7. What are 'Chhau dance and Mudiyettu'?
8. What are the popular social networking sites?
9. Write on Internet audience.
10. What are the disadvantages of news sites?

PART – B

Answer any FIVE from the following in about 100 words:

5x8=40 Marks

11. 'There should not be a clash between the right to know and the right to privacy.' Justify
12. What are the functions of ABC?
13. List out the features of Internet Radio.
14. Explain any five popular TV programme genres.
15. Is film censorship necessary? Justify your answer.
16. What are the advantages of street theatre?
17. Name and explain any three search engines.

PART – C

Answer any TWO questions in about 200 words:

2x20= 40 Marks

18. Elaborate on the history of Indian journalism.
19. Discuss ethics of broadcasting vis-a-vis sensationalisation of news.
20. Critically evaluate the impact of cinema on children. Give examples.
21. Analyse the various folk forms in Tamil Nadu as an alternative to the popular mass media in highlighting the social evils of the present Indian society.
