



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2014

VC 3508 - HISTORY OF MEDIA

Date : 31/10/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART - A

Answer all the questions in not more than 50 words each: (10 x 2 =20)

1. Swadesha Mitran.
2. ABC.
3. New Wave Cinema.
4. Yakshagaana.
5. All India radio.
6. Folk Culture.
7. Define Pop-up windows.
8. PTI.
9. Censorship.
10. Community Radio.

PART B

Answer any 5 of the following in not more than 200 words each: (5 x 8= 40)

11. Trace the growth of print medium in India.
12. Folk media is an effective form of communication. Justify.
13. Discuss the role of film in the freedom struggle movement.
14. Comment on FDI in electronic media.
15. Explain evolution of documentary cinema with reference to India.
16. Elaborate on the digitization of media in terms of reach.
17. Explain the normative theories of the press.

PART C

Answer any 2 of the following in not more than 500 words each: (2 x 20 =40)

18. Social media : a boon or bane ? Discuss.
19. How responsible is the media ? Explain with examples.
20. Compare the popularity of private FM channels vis-a-vis AIR.
21. Elaborate on the folk forms of Tamil Nadu.

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