



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION**

THIRD SEMESTER – NOVEMBER 2015

**VC 3508 - HISTORY OF MEDIA**

Date : 04/11/2015

Dept. No.

Max. : 100 Marks

Time : 09:00-12:00

**PART – A**

Briefly answer **ALL** the following questions in about 50 words each:

**(10 x 2 = 20 marks)**

01. Oyilattam
02. Akashvani
03. Fourth Estate
04. Anandha Vikatan
05. Raja Harichandra
06. Press Council of India
07. James Augustus Hicky
08. Kaun Banega Crorepati
09. Central Board of Film Certification
10. Satellite Instructional Television Experiment

**PART – B**

Answer **ANY FIVE** of the following in about 200 words each:

**(5 x 8 = 40 marks)**

11. Elaborate on the growth of digital cinema in Tamilnadu.
12. Discuss 'Vernacular Press Act' and its effects.
13. What are the characteristics of folk media?
14. Describe the origin and expansion of private FM radio in India.
15. Write short note on "Dina Thanthi".
16. Narrate the success of satellite television transmission in India.
17. Describe about the news agencies in India.

**PART – C**

Write essays on **ANY TWO** of the following in about 400 words each:

**(2 x 20 = 40 marks)**

18. Explain the role of press during the freedom movement in India.
19. Discuss the status of regional films as a mass medium for entertainment.
20. Is public service broadcasting a monopoly of 'Doordarshan'? Discuss with your comprehensive understanding of the subject History of Media.
21. Ace social media expert and award winning branding consultant Simon Mainwaring, says "Social media is not about the exploitation of technology but service to community". Do you agree with his statement? - Argue with contemporary Indian examples.

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