



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – HISTORY

FIRST SEMESTER – NOVEMBER 2015

VC 1103 - HISTORY OF INDIAN MEDIA

Date : 11/11/2015

Dept. No.

Max. : 100 Marks

Time : 01:00-04:00

PART- A

Answer all the following questions not exceeding 50 words each

10x2=20

1. What is Newsprint?
2. What is Pommalattam?
3. Write short note on DAVP.
4. Write short note on News Agencies.
5. What is CBFC?
6. What is the use of Whatsapp?
7. What is Therukkuthu?
8. Write short note on Radio.
9. What is broadband?
10. What is an editorial?

PART-B

Answer ANY FIVE of the following not exceeding 200 words

5x8=40

11. Describe the role of editor of a newspaper.
12. Explain the functions of All India Radio.
13. Discuss the influences of Vernacular Press on main stream media.
14. Describe the features of any folk art that you are familiar with.
15. Comment on the early Indian films.
16. Elaborate on the contribution of Phalke.
17. Describe the features of Mute Films.

PART-C

Answer any TWO of the following not exceeding 500 words each.

2x20=40

18. Explain the various departments in a press industry.
19. Trace the history of Television in India.
20. Explain the contributions of print media in the Indian Freedom struggle.
21. Explain the impact of cinema on teenagers.
