



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2017

VC 3508 – HISTORY OF MEDIA

Date: 07-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART - A

Briefly answers **ALL** the following questions in about 50 words each.

(10 X 2 = 20)

01. PTI.
02. Nationalist Press.
03. Vividh Bharati.
04. Community Radio.
05. IPTV.
06. Tamasha.
07. Films Division of India.
08. FDI in Media.
09. New media.
10. Dadasaheb Phalke.

PART - B

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

(5 X 8 = 40)

11. What is the role of audio-visual aids in effective communication?
12. Describe the functions of CBFC
13. Elaborate the growth of newspaper industry in India
14. Explain folk culture.
15. Write on paid news in terms of Elections in India.
16. Write a note on parallel cinema in India with example.
17. List out the advantage and disadvantages of various social media.

PART - C

Write essay on **ANY TWO** of the following in about 400 words each.

(2 X 20 = 40)

18. "Comment on the Indian Cinema with reference to its style and content.
19. Trace the history of television medium in India.
20. Critically analyse the FM boom in Chennai.
21. Narrate in detail the various folk forms of India.
