

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



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

**THIRD SEMESTER – NOVEMBER 2019**

**VC 3508 – HISTORY OF MEDIA**

Date: 29-10-2019  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART – A**

**Answer ALL the following in not more than 50 words**

**(10x2=20 Marks)**

1. Write a note on ABC
2. Why there is a news agency?
3. Briefly explain Internet radio.
4. What was pre-Independence cinema?
5. What is the role of Publication division in the Ministry of Information and Broadcasting?
6. Where is Bhangra performed?
7. What is Parai Attam?
8. List out the popular social networking sites?
9. Write on press council of India.
10. Mention any three disadvantages of online media?

**PART – B**

**Answer any FIVE from the following in not more than 100 words**

**(5x8=40 Marks)**

11. Explain the history of print media in India
12. Has the arrival of private channels in India created any behavioural change in Indian audience?
13. List out the advantages of Community Radio.
14. Explain any five popular TV programme genres.
15. Differentiate between popular cinema and alternate cinema.
16. What are the advantages of street theatre?
17. Name and explain any three government media organizations in India.

**PART – C**

**Answer any TWO questions from the following in not more than 200 words**

**(2x20= 40 Marks)**

18. Elaborate on the role of press during World War period.
19. Discuss the functioning of satellite channels in contemporary India.
20. Critically evaluate the impact of cinema on children. Give examples.
21. Analyse the various folk forms of India.

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