



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2024

VC 3508 – HISTORY OF MEDIA



Date: 08-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION A

Answer ANY FOUR of the following

(4 x 10 = 40 Marks)

1. Describe hieroglyphs
2. Brief clay tablets
3. Write short note on rock edicts
4. Contrast pictographs with emoticons.
5. Write short note on Akashavani
6. Expand and brief SITE.
7. Write short note on Swadesamitran
8. Brief the role (palm leaves) Olai Chuvadigal in Tamilnadu.

SECTION B

Answer ANY THREE of the following

(3 x 20 = 60 Marks)

9. Explain the contributions of Serampore missionaries to India printing industry.
10. Write an essay on the role of British Raj on press in India.
11. Explain the growth and impact of Television in Indian scenario.
12. Explain the growth of FM radio and community radio in Tamilnadu.
13. Criticise the role of cinema in India.
14. Explain the growth of Kollywood.
