

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

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

FIRST SEMESTER – APRIL 2010

**VC 1813 - VISUAL CULT & CULTURE**

Date & Time: 29/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**PART - A**

Answer **all** the questions in not more than 50 words each:

10 x 2 = 20

1. Hero worship
2. Cult
3. Hegemony
4. Mass culture
5. Consumerism
6. Voyeurism
7. Window shopping
8. Pleasure
9. Ideology
10. Star/Actor

**PART – B**

Answer any **FOUR** in not more than 200 words each:

4 x 10 = 40

11. Discuss the sociological reasons for cult following.
12. Television can produce only celebrities not heroes - Explain.
13. Popular culture is not people's culture - Discuss.
14. Explain the role of cinema in promoting cult heroes in Tamil Nadu.
15. Discuss the status of women in Indian popular culture.
16. Write about the different approaches to study culture.

**PART – C**

Answer any **TWO** in not more than 400 words each.

2 x 20 = 40

17. Discuss the contributions of cultural studies in understanding society.
18. Write about the Television culture in Tamil Nadu.
19. What do you mean by appropriation of culture? Explain with examples.
20. Discuss the impact of globalization on local cultures.

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