 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIRST SEMESTER – **APRIL 2012**

# VC 1814 - COMMUNICATION & CULTURE

Date : 03-05-2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**PART – A**

**Answer all questions in 50 words each.** **10 x2= 20**

1. Psycho-social noise
2. Passive feedback
3. Cultural materialism
4. Rituals and cults
5. Visual culture
6. Net life
7. Virtual gaze
8. Cyborgs
9. Culture shock
10. Transculture

**PART – B**

**Answer any FIVE questions in about 200 words each. 5x8=40**

1. Explain the types and functions of communication.
2. Write on how media acts as an ideological apparatus.
3. Discuss Frankfurt school and its contributions to cultural studies.
4. Write notes on Virtual bodies and Virtual spaces.
5. Differentiate between Visual power and Visual pleasure.
6. What is cyber space? Is it different from cyber identity?
7. ‘The death of painting has given rise to the birth of democratic image.’ Do you agree?

**PART – C**

**Answer any TWO of the following in about 400 words each.** **2x20=40**

1. Discuss the impact of culture on communication with examples.
2. ‘Media act as an agent of socialization.’ Critically evaluate the above statement.
3. Explain the contemporary theories of culture.
4. Emphasize the increasing importance of visual culture in day to day life.

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