



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMM.

THIRD SEMESTER – APRIL 2013

VC 3506/VC 2501 - MEDIA CULTURE AND SOCIETY

Date: 02/05/2013
Time: 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART - A

Give brief answers to **ALL** the following questions:

(10 X 2 = 20)

01. Connotation
02. Folk Media
03. Media Saturation
04. Codes
05. Advertorial
06. Ideology
07. Cyber Marketing
08. Fourth Estate
09. Culture
10. Parallel Cinema

PART - B

Write short notes on **ANY FIVE** of the following questions:

(5 X 8 = 40)

11. How do media dominate the public opinion? Explain the same with the help of the controversies related to Kudankulam Atomic Power Project.
12. What is mass media consumption? How does it affect the children, adolescent and teens of India?
13. Discuss media rhetoric with special reference to the information shared through blogging and social networking sites.
14. What is cross media ownership and discuss how it affects the privatization of information?
15. Elucidate the different types of audience and their characteristics.
16. "Film reviews on mainstream media are a kind of film promotion" Do you agree? Explain your position.
17. American television personality Jessica Beth said "Television news is a delicate balance of serving public good and private gain". Do you agree with her statement? Argue from your learning of Media Culture and Society with contemporary Indian examples.

PART - C

Write essays on **ANY TWO** of the following:

(2 X 20 = 40)

18. "Cultural experiences - like last night's episode of a popular soap.;" becomes the topic of conversation, in the family or in the work place and represent a valuable ingredient of social interaction". Explain.
19. What are the advantages for an individual to study media?
20. Explain the various elements of media determinants?
21. "Semiotics is concerned with everything that can be taken as a sign. The world is made up of many signs. Almost every action, object, or image is a form of sign; Do you agree? Discuss with examples.

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