



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

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

**THIRD SEMESTER – APRIL 2013**

**VC 3809 - MEDIA EFFECTS AND ETHICS**

Date : 04/05/2013  
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**PART-A**

Answer all the following in around 50 words each

10x2=20

1. Broadcasting Code
2. Soviet Media Theory
3. Short term Effect
4. Code of conduct
5. Sensitivity
6. RTI
7. Libertarian Theory
8. ASCI
9. planned Effect
10. Agenda Setting Theory

**PART-B**

Answer any 5 of the following in around 200 words each

5x8=40

11. Explain, how society and media are interrelated?
12. Elaborate on the laws for obscenity and Indecency in India.
13. Explain the role of Advertising Standard Council of India
14. How Truth, fairness & objectivity should be implied in terms of Media?
15. Write about short term and long term media effects.
16. Explain the restrictions for advertisements in AIR & Doordarshan.
17. It is TRP not ethics that controls television – comment.
18. Writ about pre and post censorship in India.

**PART-C**

Answer any two of the following in around 400 words each

2x20=40

19. Discuss the different theories of Media Effects?
20. Define Cultivation theory and elaborate with relevant example.
21. Explain the directive principles of state policy
22. Media professionals must be socially responsible – Discuss.

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