



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2014

VC 4809 - MEDIA LAWS AND ETHICS

Date : 29/03/2014
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART-A

Answer **all** the following in around 50 words

10x2=20 Marks

1. Cyber terrorism
2. Broadcasting Codes
3. Short term Effect
4. Code of conduct
5. Right to constitutional remedies
6. Press council
7. Agenda Setting
8. PrasarBharathi
9. Sensationalism
10. Ethical Dilama

PART-B

Answer **any five** of the following in around 200 words

5x8=40 Marks

11. Explain the Code for advertisements on television.
12. Media Ethics is a Social responsibility - comment?
13. What is Negotiated media influence phase, Elaborate?
14. Explain the Code of Conduct for Broadcasting
15. What are the different types of Cyber laws?
16. Elaborate on fundamental rights?
17. The Cable Television Networks (Regulation) ACT, 1995.

PART-C

Answer **any two** of the following in around 400 words

2x20=40 Marks

18. Discuss the status of press freedom in India.
19. Explain the directive principles of state policy and its importance.
20. What are the different types of Media Effects?
21. Critically evaluate the Central Board of Film Certification.
