



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – JUNE 2015

VC 3510/VC 3506/VC 2501 - MEDIA CULTURE AND SOCIETY

Date : 01/07/2015
Time : 10:00-01:00

Dept. No.

Max. : 100 Marks

PART - A

Give brief answers to all the following questions:

(10x2=20)

1. Mass communication
2. Visual coding
3. Media ideology
4. Globalization
5. Media Rhetoric
6. Social Networking Services
7. Media Saturation
8. Realism
9. New Media
10. Cultural Shock

PART B

Write short note on any FIVE of the following questions:

(5 x 8 = 40)

11. Discuss the need for Studying media. Why Should it be part of school curriculum?
12. What are media determinants? Explain the types of media determinants.
13. Discuss the steps involved in rhetoric of the image by media.
14. How does media work as a consciousness industry? Explain.
15. Discuss how reality is portrayed in Tamil cinema.
16. What do you understand by passive and active audience?
17. How has globalization influenced the media market in India?

PART C

Write essays on any TWO of the following:

(2 x 20 = 40)

18. Discuss the role of media during the recent by-elections held in India in creating public opinion.
19. Explain the influence of advertisement on Children. How do they change the buying behavior of the parents?
20. Elaborate on the role of social media in bringing in social change.
21. Discuss the influence of technological development on the content of mass media.

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