



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

**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**THIRD SEMESTER – APRIL 2016**

**VC 3510/VC 3506/VC 2501 – MEDIA CULTURE AND SOCIETY**

Date: 02-05-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART-A**

Give brief answers to ALL the following questions in 50 words each: (10x2=20)

1. Define media saturation.
2. What is media literacy?
3. What is rhetoric?
4. What is an ideology?
5. Define subjectivity
6. What is globalization?
7. Expand SNS.
8. What is Twitter?
9. Define hot media.
10. What is visual coding?

**PART-B**

Write short notes on ANY FIVE of the following questions in about 200 words each (5x8=40)

11. Discuss cultural hegemony with examples.
12. Explain Media determinants with example.
13. Discuss the types of ideologies.
14. Discuss how rhetoric of images takes place in social networking sites like Facebook?
15. Explain the impact of TVC on kids.
16. Why is it necessary to study media in cultural context? Discuss.
17. Discuss the characteristics of media audience.

**PART-C**

Write essay on ANY TWO of the following in about 400 words each (2x20=40)

18. Discuss the need for media literacy at school level in a developing country like India.
19. Comment on the role of alternative media like community radio in rural development
20. Discuss how social media can be used for social change.
21. Elaborate on digital media has led to media saturation.

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