



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2017

16UVC2MC02- MEDIA CULTURE AND SOCIETY

Date: 22-04-2017
01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

Answer the following in detail

10 X 2 = 20

1. Mass media
2. Media rhetoric
3. Ideology
4. Realism
5. Culture
6. Subjectivity
7. Globalization
8. Gate keeper
9. Media saturation
10. Target audience

PART – B

Answer any five of the following in detail

5 X 8 = 40

11. What is media saturation ? Explain with examples.
12. How does media manufacture and manage news? Explain
13. What are media determinants ? Explain how State and the Law influence the media content.
14. Explain the dominant and subordinate ideologies.
15. Discuss the characteristics of media audience
16. Elaborate on how digital technologies have changed the Indian Film Industry
17. Discuss the effects of globalization on Indian media

PART – C

Answer any two of the following in detail

2 X 20 = 40

18. Discuss the need for media education to be inculcated in the Indian School curriculum.
19. What are the factors that influence the selection of an image? Discuss with the relevant examples.
20. How not to study Media? Explain.
21. Discuss any case studies where social media was used for bringing a social change.
