



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

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

**THIRD SEMESTER – APRIL 2017**

**VC 3510- MEDIA CULTURE AND SOCIETY**

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

Dept. No.

Max. : 100 Marks

**Part –A**

**Answer ALL the following in not more than 50 words**

**10x2=20 marks**

1. Monopoly
2. Audience positioning
3. Visual coding
4. Subjectivity
5. Digitalisation
6. Community radio
7. Cultural shock
8. Globalization
9. Media ideology
10. Hegemony

**Part-B**

**Answer any FIVE from the following in not more than 100 words**

**5x8=40 marks**

11. What is media saturation? Discuss the impact of media saturation on audience.
12. Explain media determinants. Give examples.
13. Discuss the importance of understanding a visual in its cultural context.
14. Discuss why one should study media.
15. Explain media representation..
16. Write a detailed note on 'media as consciousness industry. .
17. Explain how social media can effect social change..

**Part- C**

**Answer any TWO questions from the following in not more than 200 words 2x20=40 marks**

18. Audience are sold to advertisers - Discuss.
19. Discuss the concept of selections in media.
20. What is ideology? How do media support dominant and subordinate ideologies?
21. Elaborate on the effects of globalization on Indian media.

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