

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc.DEGREE EXAMINATION –VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2018

17/16UVC2MC02– MEDIA CULTURE AND SOCIETY

Date: 26-04-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART - A

Give brief answers to **ALL** the following questions

(10 X 2 = 20)

01. Media education
02. Construction of reality
03. Visual Code
04. Audience effect
05. Digital Natives
06. Online Rhetoric
07. Consumerism
08. Media Ideology
09. Critical Autonomy
10. Social Constructionism

PART - B

Write short notes on **ANY FIVE** of the following questions

(5 X 8 = 40)

11. How would you make a link between globalization and digital media?
12. State as to how not to study the media.
13. Compare and contrast audience positioning and subjectivity.
14. 'The content that is freely available on social media is a form of digital media saturation'. Do you agree? Argue with examples.
15. Discuss the cultural approach in studying media.
16. Emphasize the importance of using social media for social change.
17. 'Feature films do not reinforce cultural values of the society to the youngsters'- Comment.

PART - C

Write essay on **ANY TWO** of the following

(2 X 20 = 40)

18. Discuss in detail the media determinants with examples.
19. Explain why one should study media and emphasize the need for critical autonomy.
20. O'Donnell says that 'television can be a cultural mirror, but it is also a two-way mirror in that it not only reflects our culture but also illuminates and influences how we see ourselves and others'. Critically comment on the statement with reference to the contemporary reality shows and young adults.
21. 'ideas control the world'. Critically evaluate this statement with reference to media ideology and dominant ideology.

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