

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



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

**THIRD SEMESTER – APRIL 2018**

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

Date: 07-05-2018  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART – A**

**Give brief answers to ALL the questions**

**(10x3=30 MARKS)**

1. Media education
2. Manufacture of information
3. Visual coding
4. Fragmented audience
5. Pleasure
6. Realism
7. Social media
8. Global village
9. E-advertising
10. Feminism

**PART – B**

**Write short note on ANY FIVE of the following**

**(5x8=40 MARKS)**

11. Media plays a major role in cultural identification of a society. Explain.
12. Explain Media Rhetoric.
13. Differentiate between mass culture and popular culture.
14. Write a note on audience positioning.
15. Explain why one should study media.
16. Explain alternate media.
17. List out and explain the issues of globalisation.

**PART – C**

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

**(2x15=30 MARKS)**

18. Explain the media determinants. Give examples.
19. Develop a theoretical framework for media education.
20. 'Media is the consciousness Industry'. Comment.
21. Discuss the impact of media on Society.

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