



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2019

16/17/18UVC2MC02– MEDIA CULTURE AND SOCIETY

Date: 04-04-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART – A (10 X 2 = 20 MARKS)

Answer all the questions

1. Construction of reality
2. Media monopoly
3. Globalized media
4. Media rhetoric
5. Media ideology
6. Agenda Setting
7. Ecological perspectives
8. Subjectivity
9. Netizen
10. Digital divide

PART – B (5 X 8 = 40 MARKS)

Answer any FIVE of the following questions

11. Discuss the need for media education.
12. Explain media saturation.
13. Emphasize the importance of visual coding
14. Do global issues influence the content of media? Comment
15. Elaborate on the role of culture in studying the media.
16. Discuss the impact of social media on society.
17. Write a note on audience dynamics.

PART – C (2 X 20 = 40 MARKS)

Answer any TWO of the following questions

18. Discuss in detail the various media determinants.
19. “There is a dire need for critical autonomy for media.” Do you agree?
20. Explain media as a consciousness industry.
21. In the backdrop of Social media’s invasion, explain the future of mass media.

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