



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc.DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2019

VC 3510– MEDIA CULTURE AND SOCIETY

Date: 04-04-2019
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART-A

Answer ALL the following.

(10x2=20 Marks)

1. Manufacture of information
2. Media literate
3. Passive Audience
4. Pleasure
5. Consciousness industry
6. Realism
7. Stereotype
8. Critical Autonomy
9. Popular Culture
10. Sub culture

PART-B

Answer any FIVE in about 200 words each

(5x8=40 Marks)

11. State how media set agenda during elections. Give examples.
12. Explain the need for media awareness among general public.
13. Differentiate between Media ideology and Dominant ideology.
14. Write a note on Audience positioning.
15. Explain hegemony. How is it reflected in media?
16. “Media constructs reality”-Discuss
17. What is rhetoric of the image?

PART-C

Answer any TWO questions in about 400 words each

(2x20=40 Marks)

18. With appropriate examples, elaborate on media determinants.
19. Formulate a detailed theoretical framework for media education.
20. Discuss the impact of media on society.
21. List out and explain the issues of globalization in the changing media scenario.

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