



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – MEDIA ARTS

THIRD SEMESTER – APRIL 2022

16/17/18PMA3ID01 – MEDIA FOR SOCIAL CHANGE

Date: 24-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Briefly answers **ALL** the following questions in about 50 words each. **(10 X 2 = 20)**

1. Alternative Media
2. Media Determinants
3. Ideology
4. Media Identity
5. Folk Media
6. Audience Analysis
7. Docudrama
8. Agenda Setting
9. Media Conscious
10. Social Change

PART – B

Answer **ANY FIVE** of the following in about 200 words each. **(5 X 8 = 40)**

11. Discuss the influences of digital media in social change.
12. Explain the impact of new economic policy in India.
13. List out the contemporary alternative media and discuss its prominence in detail.
14. What are documentary films? How documentary films are different from mainstream cinema?
15. Explain the concept of global village in the digital era.
16. Discuss in general the ways of using media for social change with relevant examples.
17. What is Audience Positioning? Elaborate its dynamics.

PART – C

Write essay on **ANY TWO** of the following in about 400 words each. **(2 X 20 = 40)**

18. Discuss in detail the new allocations brought in by Tamilnadu government in 2021-22 Budget for social development.
19. Take any two contemporary films relevant to social change and discuss its portrayal.
20. What are the different types of documentary films? How documentary films are changing the narratives of social change.
21. What are the different types of Folk arts in Tamilnadu? Give examples.

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