



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

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

**SECOND SEMESTER – APRIL 2023**

**16/17/18UVC2MC02 – MEDIA CULTURE AND SOCIETY**

Date: 13-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART A**

**ANSWER ALL IN 50 WORDS:**

**(10x2=20 marks)**

1. Media Saturation
2. Ideology
3. Consciousness Industry
4. Critical Autonomy
5. Pedagogy
6. Economic Determinants
7. Interpellation
8. CBFC
9. Statutory Warning
10. Media Personnel

**PART B**

**ANSWER ANY 5 OF THE FOLLOWING IN 250 WORDS:**

**(5 X 8=40 marks)**

11. Do you think media is influential? Explain in what way it influences us?
12. Write your daily level of media saturation with examples.
13. Why to teach media? Explain
14. Explain the role of advertisers in constructing a media text.
15. How ownership and control can influence the media content? Explain
16. Deconstruct any one of the television advertisement.
17. Explain the concept of Three Act Structure in films.
18. What is rhetoric skills? How and why it is used in media?

**PART C**

**ANSWER ANY 2 OF THE FOLLOWING IN 750 WORDS:**

**(2x20=40 marks)**

19. Explain how and how not to study media in detail
20. Explain the functioning self-regulatory bodies in India.
21. List out the media determinants in a media text.
22. Explain the rhetorical techniques involved in constructing a film

\*\*\*\*\*