



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2023

UVC 2502 – MEDIA CULTURE AND SOCIETY

Date: 03-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Definitions

- a) Media Saturation
- b) Culture
- c) News
- d) Social media
- e) Communication

2. Match the following

- a) Sun TV i. Adani
- b) Republic TV ii. Kalanidhi Maran
- c) NDTV iii. Subash Chandra
- d) Network 18 iv. Mukesh Ambani
- e) Zee media v. Arnab Goswami

SECTION A - K2 (CO1)

**Answer ALL the Questions
10)**

(10 x 1 =

3. True or False

- a) Economics is the social science that studies how individuals, groups, organizations and societies manage resources.
- b) Fourth estate refers to the legislature.
- c) Power systems with reference to prevailing ideologies, social and political groups is hegemony.
- d) Exploring connection between nature, culture and media is political economy.
- e) Syntactics refers to connection between language and grammar.

4. Fill in the blanks

- a) The organization of activities on a global scale is called
- b) In Magic bullet theory, the mass audience are regarded as recipients of the message.
- c) A tool for describing how systems function is
- d) Any system of signs that can be read such as photos, films, books, dress, language and human mannerisms is known as
- e) is the study of signs and their meaning in the society.

SECTION B - K3 (CO2)

**Answer any TWO of the following in 100 words
20)**

(2 x 10 =

- 5. Discuss Noam Chomsky's views on manufacturing consent.
- 6. Classify who are audience and list the characteristics of audience positioning.
- 7. What are media determinants? Explain any two determinants of your choice.

8.	List and explain the types of media ownership patterns.
SECTION C – K4 (CO3)	
	Answer any TWO of the following in 100 words (2 x 10 = 20)
9.	Prepare a note on significance of media literacy in today's context.
10.	List and differentiate on how one should study media from how not to study media.
11.	Select a movie of your choice and discuss about the stereotypic representation found in it.
12.	Discuss the significance of theoretical framework in media studies.
SECTION D – K5 (CO4)	
	Answer any ONE of the following in 250 words (1 x 20 = 20)
13.	Summarise the significance of political ideology and its application in media. Give examples.
14.	Elaborate on the different types of news values.
SECTION E – K6 (CO5)	
	Answer any ONE of the following in 250 words (1 x 20 = 20)
15.	Analyse the concept of media rhetoric and its role in constructing reality.
16.	Evaluate the reasons of why one should study media with examples.

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