



**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

**PART A**

**ANSWER ALL IN 50 WORDS**

**(10x2=20 marks)**

1. Media Text
2. Dominant Ideology
3. Marxism
4. Active Audience
5. Interpellation
6. Critical Autonomy
7. Pedagogy
8. CBFC
9. Statutory Warning
10. Source

**PART B**

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

**(5 x 8=40 Marks)**

11. What is Media Education? Why is it so important?
12. Write about secondary media saturation with examples.
13. What is manufacturing consent? Explain.
14. Explain the Marxist analysis in detail.
15. How ownership and control can influence the media content? Explain.
16. Deconstruct any one of the social media advertisements.
17. Explain the concept of narrative in detail.
18. What are media rhetoric skills? Explain.

**PART C**

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

**(2x20=40 marks)**

19. Explain the self-regulatory bodies in media.
20. Explain the concept of media determinants in detail with examples.
21. How globalization impacted our Indian Television Program formats?
22. Explain the gimmicks involved in constructing a film.

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