



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2023

VC 3510 – MEDIA CULTURE AND SOCIETY

Date: 04-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

Part A

ANSWER ALL IN 50 WORDS

(10 x 2 = 20 Marks)

1. Media Text
2. Ideology
3. Primary Media
4. Political Economy
5. Gimmicks
6. Economic Determinants
7. Audience
8. Mainstream Media
9. Statutory Warning
10. Hegemony

Part B

ANSWER ANY 5 OF THE FOLLOWING IN 250 WORDS

(5 x 8 = 40 Marks)

11. What is media education? Explain.
12. Discuss the different level of media saturation with examples.
13. Write about Hyper reality.
14. Explain the role of advertisers in constructing a media text.
15. Explain the concept of Ownership and Control
16. Importance of a street theatre in a social campaign-Explain.
17. Explain the agenda setting theory in detail with examples
18. Write about audience reception theory.

Part C

ANSWER ANY 2 OF THE FOLLOWING IN 750 WORDS

(2 x 20 = 40 Marks)

19. Discuss the impact of globalization with reference to media.
20. List out the different types of folk forms in India in detail.
21. List out the media determinants in a media text.
22. Explain the concept of media rhetoric with relevant to advertisements

#####