

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2009

VC 1814 - COMMUNICATION & CULTURE

Date & Time: 09/11/2009 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART - A

Answer the following in about 50 words each.

(10×2=20)

1. Define communication.
2. Write how culture is seen as man's medium.
3. What is post-modernism?
4. What is Cyborg?
5. Why do we need to communicate?
6. What is the critique of mass culture?
7. Write down the three stages of inter-personal communication.
8. How do people get visual pleasure?
9. How do you understand technologies as extensions of humankind?
10. What is visual culture?

PART B

Answer any FIVE questions in about 200 words each.

(5×8=40)

11. Describe the paradigm shift in communication.
12. Explain the types of communication.
13. Discuss culture and imagination.
14. Comment on the consumer society.
15. Write down the primary function of media.
16. Explain the contribution of the School of Frankfurt.
17. Explain the relationship between media and society.
18. How do you understand the cyberspace as a world of *simulacra*?

PART C

Answer all the questions in about 400 words each.

(2×20=40)

19. a) What is socialization? Argue media as an agent of socialization.
Or
b) Discuss ritual and cult practices in India.
20. a) What is virtual reality? Discuss virtual environment and changing self-identity.
Or
b) Explain cultural engineering and the contemporary cultural theory.
