

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – November 2009

VC 3506/VC 2501 - MEDIA CULTURE AND SOCIETY

Date & Time: 06/11/2009 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

PART – A

Give brief answers to ALL the following questions

(10 x 3 = 30 marks)

01. Explain Tertiary Media.
02. What is Interactive Television?
03. Elucidate the theory of consumer sovereignty?
04. Explain Media Saturation.
05. What is Infomercials? Explain it with an example.
06. Elucidate Rhetoric?
07. As a visual code what is implied by a low angle shot in feature films?
08. What is dominant ideology?
09. Why audiences are important?
10. Explain privatization of information.

PART – B

Write short notes on ANY FIVE of the following questions

(5 x 8 = 40 marks)

11. What is Media Education?
12. "Media is a social institution". Discuss.
13. Almost all media messages are "constructed." Comment.
14. What is cross media ownership and discuss how it affects the information flow?
15. Advertorial is a form of sales promotion. Explain.
16. "All main stream media are primarily businesses driven by a profit motive".
Comment on the above statement from your learning of Media Culture and Society.
17. "The right to freedom of speech and expression" (Article 19(1) a) helps journalists and news producers in manipulating news. How?

PART – C

Write essay on ANY TWO of the following

(2 X 15 = 30 marks)

18. What are the advantages for an individual to study media?
19. How real are the reality shows? Write a critical evaluation of any one of the Indian reality shows. Give special interest to the realism, selection, the effect of camera and crew, visual coding and audience positioning.
20. Write about media determinants and their effects.
21. Television talk shows are considered to be a public sphere; a platform to discuss public issues of common interest. Critically analyze the form, content and presentation of television talk shows in India. Your argument should be explained with at least one regional and national example.

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