

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2009

VC 3809 - MEDIA EFFECTS AND ETHICS

Date & Time: 05/11/2009 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

PART – A

Write short notes on the following in about 50 words each.

10x2=20

1. McBride Report
2. Media Power
3. Knowledge Gap
4. Advertising Standards Council
5. RTI Act
6. Censor Board
7. Copy Right
8. Cyber crime
9. IT Act
10. 'Toothless Tiger'

PART – B

Answer any FIVE of the following in not more than 200 words each. 5x8=40

11. What are the stages in understanding 'media power'?
12. What are the norms and regulations you would recommend in the context of cyber media?
13. What are the five types of media power according to French and Raven?
14. What are the issues related to Privacy and Media?
15. What is copy right? What is the procedure for registering under Copy Right Act?
16. Explain the concept 'Spiral of silence' in Neumann's theory of public opinion.
17. Explain Uses and Gratifications theory with suitable examples.

PART – C

Answer any TWO of the following in about 400 words each.

2x20=40

18. Discuss the foundation of media ethics, in the context of 'media excesses'.
19. Discuss the media freedom with reference to Article 19 and the reasonable restrictions.
20. Describe the topology of media effects and elaborate long term planned effects.
