

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2009

VC 3956 - CONTEMPORARY MEDIA TRENDS

Date & Time: 07/11/2009 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

PART - A

I. Write short notes on the following not exceeding 50 words each. (10 x 2=20)

1. TRAI
2. Digital Divide
3. Global Village
4. Reality shows
5. Media Saturation
6. Narrowcasting
7. Ethics
8. Media Convergence
9. Media Power
10. Citizen Journalism

PART - B

II. Answer any FIVE of the following not exceeding 200 words each.(5 x 8 = 40)

11. Explain the power of Newspapers in Social Change.
12. Talent hunt reality shows are a gimmick. Agree or disagree? Why?
13. Do you think that the devotional serials reinforce devotion in people? Critically explain.
14. How far does the Media focus the issues of the marginalized people? Give suitable examples.
15. Discuss the role of media in creating Hyper-reality.
16. What is media objectivity? How do the media strive to achieve it?
17. Give your opinion on the decline in the quality of news content with the emergence of news channels.

PART - C

III. Answer any TWO of the following not exceeding 400 words each. (2x 20 = 40)

18. Violence portrayed in media is the imitated version of what is happening in the society. Give your opinion.
19. Discuss the changing face of Print media. Make a case study of newspapers published from Chennai.
20. What is e-governance? Explain its advantages and disadvantages in the Indian context.
