



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION**

**FIRST SEMESTER – NOVEMBER 2011**

**VC 1814 - COMMUNICATION & CULTURE**

Date : 05-11-2011

Dept. No.

Max. : 100 Marks

Time : 1:00 - 4:00

**PART-A**

**Answer ALL the questions in not more than 50 words each:**

**10x2=20**

1. Psycho-social noise
2. 'Communication is a dynamic process'
3. Cultural materialism
4. People culture
5. Mass culture
6. Frankfurt school
7. The death of painting
8. Cyborgs
9. 'Shockumentary'
10. 'Compunication'

**PART-B**

**Answer any FIVE of the following in not more than 200 words each:**

**5x8=40**

11. Explain the functions of mass media.
12. Differentiate between rituals and cults.
13. What is visual culture? Is it different from visual pleasure?
14. Write on visual bodies and visual identities.
15. Discuss contemporary cultural theory.
16. List out the barriers to communication.
17. 'Voyeurism is the response to exhibitionism.' Justify.

**PART-C**

**Answer any TWO of the following in not more than 500 words each:**

**2x20=40**

18. Discuss media as ideological apparatus. Give examples.
19. Critically evaluate the impact of communication technology on culture.
20. Explain how media icons are converted into politically powerful persons.

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