



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMM.

THIRD SEMESTER – NOVEMBER 2011

VC 3506/VC 2501 - MEDIA CULTURE AND SOCIETY

Date : 03-11-2011
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART – A

Give brief answers to **ALL** the following questions:

(10 X 2 = 20)

01. Social Media
02. Mediation
03. Semiotics
04. Media Saturation
05. Edutainment
06. Self regulation
07. RTI Act.
08. Dominant Ideology
09. Narrative
10. Cross Media Ownership

PART – B

Write short notes on **ANY FIVE** of the following questions:

(5 X 8 = 40)

11. "Breaking News" in news media is a form of sensationalism - Discuss
12. Comment on the media system existing in India.
13. Write about media rhetoric.
14. Examine the role of traditional media in Indian society.
15. How does media reflect the culture in a society?
16. How does media support the social ideology?
17. Justify the need for greater social responsibility and accountability in disseminating information through social networking sites.

PART – C

Write essays on **ANY TWO** of the following:

(2 X 20 = 40)

18. Discuss the views of Len masterman on How and How not to study media.
19. "Medium is the Message", critically analyse the same from your learning of Media Culture and Society.
20. Discuss the English news media's rhetoric in relation to Anna Hazare's Hunger fast for the Jan Lokpal Bill.
21. Explain the various Media Determinants.

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