LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.Sc.** DEGREE EXAMINATION – **VISUAL COMM.**

THIRD SEMESTER – NOVEMBER 2012

# VC 3506/VC 2501 - MEDIA CULTURE AND SOCIETY

Date : 05/11/2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**PART –A**

**Give brief answers to ALL the following questions: [10 x 2 =20]**

1. Socialization
2. Persuasion
3. Media Saturation
4. Opinion Leaders
5. Media Convergence
6. Global Village
7. Catharsis
8. Visual literacy
9. Privatization
10. Alternative Media

**PART-B**

**Write short notes on ANY FIVE of the following questions: [5 x 8 = 40]**

1. ‘Medium is the Message’ –Explain.
2. Explain the characteristics of Culture.
3. ‘Media is a Social Institution’ –Elaborate.
4. Modern media encourages ‘ Industrialization of the mind’ –Explain.
5. What are the functions of Mass Media? Examine Indian media’s role in discharging its responsibilities to the Society.
6. Define Society and explain why different kinds of groups are formed with various functions.
7. Write a note on Media rhetoric.

**PART-C**

**Write essays on ANY TWO of the following: (2 X 20 = 40)**

1. What is the impact of Media texts produced by Western channels in Third world countries?
2. Discuss the important Determinants within which Media texts are produced and indicate some of the power bases.
3. Discuss the significance of Participatory Communication in the contemporary world.
4. Elaborate the views of Len Masterman on ‘Why Study Media’.

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