



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2013

VC 3510/VC 3506/VC 2501 – MEDIA CULTURE & SOCIETY

Date : 08/11/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART –A

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

[10 x 2 =20]

- 1) Mass Media
- 2) Active audience
- 3) Myth
- 4) Cultural Imperialism
- 5) Socialization
- 6) Propaganda
- 7) Opinion leaders
- 8) Cultivation theory
- 9) Marshall McLuhan
- 10) Alternative Media

PART-B

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

[5 x 8 = 40]

- 11) Write a short note on participatory Communication.
- 12) Elucidate the difference between popular culture and people's culture.
- 13) Explain How to study Media on the perspective of Len Masterman.
- 14) Explain the characteristics and Functions of Mass Media.
- 15) Write a Short note on Media Rhetoric.
- 16) Define culture and explain its Components
- 17) Explain the ideological importance of the Media and their influence as consciousness industries.

PART-C

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

[2x20 =40]

- 18) Explain the role mass of media in the process of globalization?
- 19) "The nature of the Press is ultimately determined by its readers"- Discuss.
- 20) "The Media is a successful carrier of Ideology" – Justify this statement with appropriate examples.
- 21) Discuss the effects of Mass Media on Public Opinion.

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