



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

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

**THIRD SEMESTER – NOVEMBER 2014**

**VC 3510/VC 3506 - MEDIA CULTURE AND SOCIETY**

Date : 03/11/2014  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART -A**

**[10 x 2 =20]**

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

- 1) Media personnel.
- 2) Socialization.
- 3) Hegemony.
- 4) Culture.
- 5) What are hot and cool media?
- 6) Reinforcement.
- 7) Media pedagogy.
- 8) Media effect.
- 9) Coding.
- 10) Cultural Imperialism.

**PART-B**

**[5 x 8 = 40]**

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

- 11) “Medium is the message” – Justify the statement according to McLuhan.
- 12) Define society. Explain its elements and purpose of different kinds of groups.
- 13) Differentiate between Visual Rhetoric and Visual Literacy?
- 14) What do you mean by Intertextuality? Illustrate with examples
- 15) Comment on Culture and Communication.
- 16) Evaluate a media text using media rhetoric.
- 17) Explain why we should study media.

**PART-C**

**[2x20 =40]**

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

- 18) Discuss the various components of culture and its influence on media texts.
- 19) Discuss the determinants of Media.
- 20) Critically evaluate the impact of media on society.
- 21) ‘Dominant ideologies are thrust on the subaltern’ – Justify.

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