

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2015

VC 3506/VC 2501 - MEDIA CULTURE AND SOCIETY

Date : 10/09/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

GIVEN BRIEF ANSWERS TO ALL THE QUESTIONS:

(10 x 3 = 30 MARKS)

1. Mass Media
2. Media Saturation
3. Rhetoric
4. Visual Codings
5. Ideology
6. Realism
7. Subjectivity
8. Cathasis Effect
9. Participatory communication
10. Community Media

PART – B

WRITE SHORT NOTE ON ANY FIVE OF THE FOLLOWING:

(5x 8=40 MARKS)

11. 'Today News is a commodity' – Discuss.
12. Write about types of Audience and Audience positioning.
13. Explain a) Dominant ideology b) Subordinate ideology.
14. Explain with the help of uses and gratification theory. How social networking sites are used by today's youth?
15. What are the advantages of alternative media?
16. How not to studying media? Explain.
17. Discuss the concept "Selection" in media.

PART – C

Write essays on any TWO of the following:

(2 x 15 = 30 MARKS)

18. Explain in detail the methods to study media.
19. Critically analyse the current trends in Tamil Cinema.
20. Today's audience are looking out for more relations in films. Discuss with examples from recent movies.
21. Write about the representation of women in Indian Television.

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