



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2015

VC 3510 - MEDIA CULTURE AND SOCIETY

Date : 06/11/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Give brief answers to ALL the following questions:

(10x2=20)

1. Mass Communication
2. Media literacy
3. Ideology
4. Globalisation
5. Society
6. Len Masterman
7. Realism
8. Global Village
9. DTH
10. Passive Audience

PART – B

Write short notes on any FIVE of the following questions:

(5x8=40)

11. Discuss the need for media education.
12. How does media industry manufacture and manage news? Discuss.
13. Who are media determinants? Explain the role of state and law as a determinant.
14. Explain the role of media in cultural imperialism.
15. Discuss the impact of social networking sites on youth.
16. Evaluate the contribution of community radios towards rural development.
17. Discuss the power of social media to bring in social changes. Give relevant examples.

PART – C

Write essays on Any TWO of the following questions:

(2x20=40)

18. Elaborate on how media education could be implemented at the school level in India.
19. What is media rhetoric? Discuss how images are used to create rhetorics among the audience during elections.
20. Explain the role of media in creating dominant & subordinate ideologies.
21. With the development of digital technologies, what is your view on the future of mass media? Discuss
