



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2016

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

Date: 08-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART-A

Give brief answers to ALL the Questions

(10 x 2 = 20 Marks)

1. Media Education
2. Visual culture
3. Media Determinants
4. Digital India
5. Media Ideology
6. Celebrity culture
7. Media Convergence
8. Audience as Commodity
9. Semiotics
10. Social media

PART –B

Write short note on any FIVE of the following

(5 x 8 = 40 Marks)

11. Critically write about the wrong approaches to study media. What is critical autonomy according to Len Masterman?
12. Does Political participation on the Internet transform political system?
13. Analyze the role of the state in controlling the media.
14. Social media for social change-write your views.
15. Society becomes saturated by media coverage and new technology-Explain.
16. Media is a successful carrier of Dominant ideology – Explain.
17. Detail the concept of Visual Coding & Narrative.

PART – C

Write Essays on Any TWO of the following:

(2 x 15 = 30 Marks)

18. Discuss the concept of selection in Media.
19. Write about audience positioning in Media.
20. Media construct reality – Discuss.
21. Discuss about the future of mass media with digital technologies.
