



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2017

VC 3510 – MEDIA CULTURE AND SOCIETY

Date: 04-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

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

(10 X 2 = 20)

01. Social Transformation.
02. Over-the-top Media.
03. Medium is the Message.
04. Social Identity.
05. Privatization.
06. Sub Culture.
07. Corporate Media.
08. Media Economics.
09. Critical autonomy.
10. Public Sphere.

PART – B

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

(5 X 8 = 40)

11. Write about the impacts of WhatsApp mobile application and its usage among youngsters as a mass culture on modern society.
12. What is media rhetoric? Elaborate its elements.
13. In what ways has the development of the Internet and ICT challenged traditional monopolized media ownership to the learned urban - new generation views of the audience as a 'mass'?
14. "Media is a social institution". Argue
15. What limitations are involved in researching media audience? Discuss your views from the cumulative learning of the subject Media Culture and Society.
16. Explain media saturation and media influence with examples.
17. "The primary motive and purpose of the media industry is to deliver brands to the media audiences to consume". Do you agree with this statement? Discuss and critically analyze.

PART – C

Write essay on **ANY TWO** of the following

(2 X 20 = 40)

18. Critically examine the similarities and differences between the dominant ideology approach of TV news media to subordinate ideology approach of alternative news media.
19. What are the advantages and disadvantages for an individual to study media?
20. List out and explain in detail various elements of media determinants.
21. In what ways internet and social media audiences differ from traditional mass media audiences? Discuss their dynamics, position and identity with reference to India.
