

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2019

VC 3510 – MEDIA CULTURE AND SOCIETY

Date: 31-10-2019
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Part – A

Answer all the questions

10 x 2 = 20

1. Active audience
2. Critical autonomy
3. Visual coding
4. Self-regulatory body
5. Advertising tariff
6. Media saturation
7. Ideology
8. Popular culture
9. Reality show
10. Media effect

Part – B

Answer any five questions

5 x 8 = 40

11. What are the three wrong methods to study media?
12. What do you mean by audience positioning? Explain.
13. Media suppresses the presence of the camera- Explain.
14. Write about the dynamics between the ownership and the media content.
15. Explain how the media uses narrative as a rhetoric.
16. All media are constructions – comment on the statement.
17. Describe the functions of media in a society.

Part – C

Answer any two questions

2x 20 = 40

18. Describe the state control over the media with suitable examples.
19. Media content is heavily influenced by the advertisers – Discuss the statement.
20. Discuss in detail about the concept of selection in media.
21. Explain how the media function as an ideological state apparatus.
