



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2025



16/17/18UVC2MC02 – MEDIA CULTURE AND SOCIETY

Date: 25-04-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION – A

Answer ANY FOUR of the following

(4 x 10 = 40 Marks)

1. Define media saturation and discuss its effects on modern society.
2. Explain the concept of media management and its influence on information control.
3. What is the role of advertisers in shaping media content? Provide relevant examples.
4. Describe the rhetoric of the image and how it influences media perception.
5. Discuss how the effect of camera and crew contributes to media framing.
6. Explain the role of media in shaping cultural identity.
7. Discuss how subjectivity influences audience reception of media messages.
8. Examine the role of social media as an alternative media platform.

SECTION – B

Answer ANY THREE of the following

(3 x 20 = 60 Marks)

9. How does media influence the construction of social and cultural identities? Discuss with examples.
10. Examine the role of alternative media in challenging mainstream media narratives.
11. Discuss the ethical implications of media ownership concentration in a globalized world.
12. Analyze the effects of media commercialization on journalistic integrity and public trust.
13. How has the rise of social media changed the dynamics of political communication?
14. Evaluate the role of media literacy in fostering critical thinking among audiences.

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