



Date: 09-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION – A

Answer any four questions. All the questions carry equal marks

(4 x 10= 40)

1. Define ethics and explain its importance in visual communication.
2. Compare and contrast Utilitarianism, Deontology, and Virtue Ethics with examples.
3. How does ethics influence media and communication practices?
4. Discuss copyright and intellectual property rights in visual communication.
5. What are the ethical considerations of digital media platforms?
6. What ethical challenges arise in branding and advertising?
7. Give examples of an unethical visual communication practice and explain why it is considered unethical.
8. What is visual plagiarism, and how can it be avoided?

SECTION – B

Answer any three questions. All the questions carry equal marks

(3 x 20= 60)

9. Analyse the ethical implications of propaganda and misinformation in media.
10. Discuss how gender and race representation in visual media affects social perceptions.
11. How does artificial intelligence impact ethical media creation
12. What are the privacy concerns in digital communication and media ethics?
13. Discuss a real-world case study on ethical dilemmas in visual communication.
14. Explore the ethical responsibilities of visual communicators in representing marginalized communities.

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