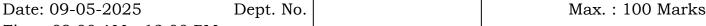
LOYOLA COLLEGE (AUTONOMOUS) CHENNAI - 600 034



B.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION

FOURTH SEMESTER - APRIL 2025

ERS403 - GENERAL ETHICS



Time: 09:00 AM - 12:00 PM

SECTION - A

Answer any four questions. All the questions carry equal marks

 $(4 \times 10 = 40)$

- 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

 $(3 \times 20 = 60)$

- 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.