



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2025

UVC 2502 – MEDIA CULTURE AND SOCIETY



Date: 25-04-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions -

(10 x 1 = 10)

1. Fill in the blanks

- Media saturation refers to the overwhelming presence of _____ in daily life.
- Agenda-setting theory explains how media _____ what issues people think about.
- _____ ideology reflects the most widely accepted beliefs in a society.
- The concept of critical autonomy emphasizes _____ analysis of media messages.
- Social media platforms have transformed public discourse by enabling _____.

2. Choose the best answer

- The term “manufacture of consent” was popularized by:
 - Noam Chomsky
 - Marshall McLuhan
 - Stuart Hall
 - Walter Lippmann
- The cultural approach to media studies emphasizes:
 - Economic structures
 - Social meanings and identity formation
 - Technological determinism
 - Government control
- Reception theory focuses on:
 - How audiences actively interpret media messages
 - How media shapes reality
 - The history of media ownership
 - The legal regulations of media
- The dominant ideology thesis suggests that:
 - Media supports the interests of ruling groups
 - All ideologies are equal in power
 - Media is neutral
 - Media has no effect on ideology

e)

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Match the following

- | | | |
|----|---------------------------|--------------------------------------|
| a) | Agenda-setting | (i) Media and identity formation |
| b) | Ideology | (ii) Non-mainstream communication |
| c) | Alternate Media | (iii) Overload of information |
| d) | Media Saturation | (iv) System of beliefs and values |
| e) | Cultural Studies Approach | (v) Media influence's public opinion |

4.	True or False
a)	The Hypodermic Needle Model assumes that media messages have a direct, powerful impact.
b)	Social media platforms are considered a part of traditional media.
c)	Audience reception is influenced by cultural and social backgrounds.
d)	The dominant ideology always remains unchanged in society.
e)	Alternative media challenges mainstream narratives.
SECTION B - K3 (CO2)	
Answer any TWO of the following (2 x 10 = 20)	
5.	Explain the role of media in shaping public consciousness.
6.	Discuss the concept of media ideology with relevant examples.
7.	Analyze the impact of agenda-setting on political discourse.
8.	Describe the relationship between media and realism.
SECTION C – K4 (CO3)	
Answer any TWO of the following (2 x 10 = 20)	
9.	How do audience positioning and subjectivity influence media reception?
10.	Discuss the role of pleasure in audience engagement with media.
11.	Explain how media impacts society using an ecological perspective.
12.	Analyze how cultural identity is shaped through media representations.
SECTION D – K5 (CO4)	
Answer any ONE of the following (1 x 20 = 20)	
13.	Critically evaluate the influence of dominant and subordinate ideologies in media.
14.	Discuss the changing dynamics of media audiences in the digital age.
SECTION E – K6 (CO5)	
Answer any ONE of the following (1 x 20 = 20)	
15.	Examine the role of alternative media in promoting social change, with global and Indian examples.
16.	Discuss the future of mass media in the digital age, considering globalization and technological advancements.

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