



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2025

VC 121 – SOCIO CULTURAL FOUNDATIONS



Date: 05-05-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION – A

Answer any FOUR questions. All the questions carry equal marks

(4 x 10= 40)

1. Discuss the role of media in shaping cultural perspectives.
2. How does globalization influence cultural exchange?
3. Explain the significance of cultural theories in media studies.
4. Analyze the representation of gender, race, and ethnicity in media.
5. What are the ethical considerations in cultural representation?
6. How does visual media contribute to social movements?
7. What is community-based visual storytelling, and why is it important?
8. Discuss how traditional values are reinterpreted in modern visual storytelling.

SECTION – B

Answer any THREE questions. All the questions carry equal marks

(3 x 20= 60)

9. Evaluate the evolution of popular culture and its impact on society.
10. How do cinema, television, and social media influence cultural trends?
11. Discuss consumer culture and branding in visual communication.
12. Analyze the ethical challenges in digital media.
13. How do artificial intelligence and virtual reality shape cultural narratives?
14. "Visual communication is a powerful agent of socio-cultural change." – Discuss with suitable examples.

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