 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Sc.** DEGREE EXAMINATION - **VISUAL COMMUNICATION**

THIRD SEMESTER – **APRIL 2012**

# VC 3809 - MEDIA EFFECTS AND ETHICS

Date : 21-04-2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**PART - A**

**Answer the following questions in about 50 words each: 10x2=20**

1. Media power
2. Defamation
3. Opinion leaders
4. Magic bullet
5. Priming effect
6. PCI
7. Censor Board
8. Article
9. Copyrights
10. Slander

**PART - B**

**Answer any FIVE questions in about 200 words each: 5x8=40**

1. What is Mean World Syndrome? Explain with example.
2. Discuss the agenda setting process of media with examples.
3. Explain the limited power of media in the context of Uses and Gratification theory.
4. Explain the planned short-term effects of media.
5. Explain the constitutional remedies guaranteed to the Indian citizens.
6. Explain the laws that govern Cyber media.
7. Explain the process of film censorship.
8. What are the issues related to privacy in social media? Discuss.

**PART - C**

**Answer any TWO questions in about 400 words each: 2x20=20**

1. Explain the four phases of media effects studies.
2. Discuss the reasonable restrictions on freedom of speech and expression in detail.
3. Explain the various provisions of Copyright Act.
4. What type of regulations would you recommend in the context of the present media boom?

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