

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2022

16/17/18UVC2MC02/UVC 2502 / 3506 / 3510 – MEDIA CULTURE AND SOCIETY

Date: 18-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Answer ALL Questions BRIEFLY

(10x 3 = 30 Marks)

1. Define Framing with an example.
2. What are the News Determinants?
3. Distinguish between hot and cool media.
4. Cultural Hegemony with one example.
5. Economic Hegemony with one example.
6. What is Media Saturation?
7. Global Village
8. Marshall MacLuhan
9. Give two examples of Alternative Media
10. Name the two important camera angles that are used frequently to denote power?

PART – B

Answer any FIVE Questions IN ABOUT ONE PAGE each:

(5 x 8 = 40 Marks)

11. What are the Gatekeeping functions of Media Personnel?
12. Explain the relevance of the Political Economy Theory of Chomsky and Herman today?
13. Critically evaluate the role of TV News Media in India today.
14. Was the role of media during the COVID-19 pandemic ethical, unbiased and fair?
15. Today social media acts as alternate media. Give your opinion.
16. Define Agenda Setting Function of Mass Media. Give 3 cases to illustrate your point.
17. Choose a successful filmmaker of your choice and map how his/her ideological framework is reflected in their cinema.

PART – C

Answer any TWO Questions in DETAIL:

(2 x 15 = 30 Marks)

18. How is advertising and PR used during election campaigns in India? Is it fair? Highlight some important trends.
19. Identify any Tamil film of your choice and deconstruct the cultural and caste markers that the film uses.
20. How does ownership of Mass Media influence the nature of its production? Give examples from Indian media houses.
21. What are Media Trials? Illustrate how this trend is shaping public agenda in India.

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