



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2022

UVC 2502 – MEDIA CULTURE AND SOCIETY

(21 BATCH ONLY)

Date: 18-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

SECTION A

Answer ALL the Questions

1.	Define the following		(5 x 1 = 5)
a)	Mass communication.	K1	CO1
b)	De-massification.	K1	CO1
c)	Eurocentrism	K1	CO1
d)	Colourism	K1	CO1
e)	Cultural Markers	K1	CO1
2.	Fill in the blanks		(5 x 1 = 5)
a)	_____ decides what information to share with mass audiences and what information to leave out.	K1	CO1
b)	Media _____ is a term describing media consumers' understanding of how mass media work.	K1	CO1
c)	Name any two indigenous groups in Tamil Nadu: _____ & _____	K1	CO1
d)	Name any two districts of Tamil Nadu: _____ & _____.	K1	CO1
e)	Name any two recent ads that were removed following protests in recent times: _____, _____.	K1	CO1
3.	Match the following		(5 x 1 = 5)
a)	Organisational Communication	Radio, Film	K2 CO1
b)	Len Masterman	Books, Cartoons,	K2 CO1
c)	Marshall McLuhan	Teaching the media	K2 CO1
d)	Cool Media	Formal	K2 CO1
e)	Hot Media	Medium is the Message	
4.	TRUE or FALSE		(5 x 1 = 5)
a)	The newspaper, the penny press, was the first mass medium.	K2	CO1
b)	Individualism, does not refer to a social condition in which individuals are free from government control.	K2	CO1
c)	Media literacy is the ability to access, analyze media messages, as well as create, reflect and take action.	K2	CO1

d)	Semiotics or semiology is the study of Signs, Symbols.	K2	CO1
e)	Psychoanalysis is an approach to the understanding of human behaviour.	K2	CO1

SECTION B

Answer any TWO of the following in 100 words (2 x 10 = 20)

5.	Explain why to study media.	K3	CO2
6.	Illustrate and explain the importance of economic determinant.	K3	CO2
7.	Choose an advertisement of your choice and apply deconstruct its colours, symbols, hidden messages, agenda.	K3	CO2
8.	“Media tells us not what to think, but what to think about.” Give your opinion.	K3	CO2

SECTION C

Answer any TWO of the following in 100 words (2 x 10 = 20)

9.	Analyse the role of state and law as a media determinant.	K4	CO3
10.	Classify the importance of sources in mass communication.	K4	CO3
11.	Analyse the impact of films with heavy caste markers on Tamil Nadu politics and society.	K4	CO3
12.	Describe the impact of Cultural Constructs that shape Indian society.	K4	CO3

SECTION D

Answer any ONE of the following in 250 words (1 x 20 = 20)

13.	Evaluate the need to study media with reference to cultural and social influence.	K5	CO4
14.	What is the role of Advertising and PR in polical campaigns?	K5	CO4

SECTION E

Answer any ONE of the following in 250 words (1 x 20 = 20)

15.	Media rhetoric is nothing but construction of reality – Comment.	K6	CO5
16.	How is beauty defined? What is the role of media in setting standards for beauty.	K6	CO5

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