LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

THIRD SEMESTER – NOVEMBER 2010

#  VC 3809 - MEDIA EFFECTS AND ETHICS

 Date : 01-11-10 Dept. No. Max. : 100 Marks

 Time : 9:00 - 12:00

**PART - A**

**I Answer ALL the questions in about 50 words each.** 10 X 2 = 20

1. Media Power.
2. Diffusion of Innovation.
3. Framing.
4. Advertising Standard Council.
5. Media Induced Changes.
6. Agenda Setting.
7. Contempt of Court.
8. Censor Board.
9. MacBride Report.
10. Cyber Crime.

**PART – B**

**II Answer any FIVE questions in about 200 words each.** 5 X 8 = 40

1. Explain the processes of media effects with a diagram.
2. Discuss Leonard Berkowitz’s Aggressive Cue Theory.
3. Explain the role and functions of the Press Council of India.
4. Explain the ‘Uses and Gratifications’ approach to media effects during the ‘classical’ and ‘modern’ periods.
5. Discuss the general AIR/TV code.
6. What is the basis of media ethics?
7. Discuss the criminal misuse of media technologies.

**PART – C**

**III Answer any TWO questions in about 400 words each.** 2 X 20 = 40

18. Discuss the different phases of media effects research with concrete example.

19. Scrutinize the following statement in the context of relevant theories of media effects: TV is also ‘the cultural arm of the established industrial order which serves primarily to maintain, stabilize and reinforce rather than to alter, threaten or weaken conventional beliefs and behaviors’ - Gross.

20.Discuss the general code of conduct in advertising in Indian context.

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