 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

THIRD SEMESTER – NOVEMBER 2012

# VC 3809 - MEDIA EFFECTS AND ETHICS

Date : 03/11/2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**PART-A**

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

1. Sensitivity
2. Social Responsibility Theory
3. Short term Effect
4. Media Laws
5. Broadcasting Codes
6. Agenda Setting Theory
7. Contempt of Court
8. Planned Effect
9. OSA 1923
10. Cultivation Theory

**PART-B**

Answer any **FIVE** of the following in around 200 words each: 8x5=40

1. What are the different classifications of Media Effects?
2. Explain Indian laws that deal with obscenity and indecency.
3. Explain Social responsibility Theory with suitable example.
4. Briefly explain Right to Information Act and explain its functions.
5. Differentiate truth, fairness & objectivity in perspective of media.
6. Justify that media reflects society and explain how far the society is influenced by the media.
7. Elaborate on negotiated media influence.

**PART-C**

Answer any **TWO** of the following in around 400 words each: 2x20=40

1. Summarize the argument of Noelle-Neumann regarding the research about mass media effects.
2. Explain the Codes of Advertising Standard Council of India.
3. “Media today require strong laws; mere self regulation cannot fulfil the social needs.” What is your opinion on this statement? Elaborate and justify.
4. Trace the evolution of media effects theories.

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