

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2024

UVC 2502 – MEDIA CULTURE AND SOCIETY

Date: 15-04-2024

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A – K1 (CO1)

Answer ALL the questions (10 x 1 = 10)

1 Fill in the blanks

a) The mass media are educators and propagandists . _____ theory of the press support this ideology.

b) According to Wilbur Schram, _____ is a value free asset.

c) The term agenda setting was coined by _____.

d) Media is often described as the _____ industry due to its influence on public opinion.

e) Subordinate ideologies challenge or _____ dominant ideologies

2 Match the following

a) Media Saturation i. Mainstream

b) Feminist theories ii. Dissemination of Information

c) Media outlet iii. Overabundance

d) Dominant ideologies iv. Authentic events

e) Realism v. Equality for Women and Men

SECTION A – K2 (CO1)

Answer ALL the questions (10 x 1 = 10)

3 True or False

a) The manufacture of information involves the creation of news stories and narratives by media outlets.

b) Media education frameworks often include concepts like media literacy and representation

c) Media ideology refers to the beliefs and values embedded in media content, reflecting the perspectives of media owners and producers.

d) Media is often described as the consciousness industry due to its major influence on public opinion.

e) Agenda Setting theory suggests that media determine what topics are important in society,

4 Definitions (Delete the unsuitable option)

a) Media Education

b) Media Ideology

c) Positioning

d) Passive Audience

e) Globalization

SECTION B – K3 (CO2)

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

5 Explain how do the media reflect the culture in a society

6 Explain how the producers of media texts construct audiences?

7 “Television does not make programs, it creates audience”- Illustrate

8 Prepare and present the importance of using social media for social change.

SECTION C – K4 (CO3)

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

9 Describe the concept of media ideology and its influence on audience perspectives

10 Elaborate on the role does realism play in media representation, and how does it affect audience understanding

11 Explain the importance of audience segmentation, in delivering the media content to the society

12 Write a brief note on Gender stereotypes in TV advertisements

SECTION D – K5 (CO4)

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

13 “Creative ideas control the world”. Critically evaluate the statement with reference to media ideology and dominant ideology

14 Elucidate that it is important to approach media studies with a critical mindset rather than accepting information at face value

SECTION E – K6 (CO5)

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

15 Analyze a recent media event and discuss how media saturation influenced public perception

16 Critically analyze a film or TV show's depiction of real-life events and its implications.

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