



# 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 educates 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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