



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

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

THIRD SEMESTER – NOVEMBER 2011

**VC 3809 - MEDIA EFFECTS AND ETHICS**

Date : 02-11-2011  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**PART - A**

**Answer ALL the questions in about 50 words each:**

(10x2=20)

1. Laggards
2. Mass society theory
3. Third party effect
4. Spiral of Silence
5. Propaganda
6. CBFC
7. Payne Fund studies
8. Contempt of court
9. Self Regulation
10. Slander

**PART - B**

**Answer any FIVE questions in about 200 words each:**

(5x8=40)

11. 'Media power can vary with time'. Substantiate with examples.
12. Comment on '*return to the concept of powerful mass media*' by Noelle Neumann.
13. What type of regulation would you recommend in the context of the present media boom?
14. Is the IT Act adequate to handle the growing cyber media? Discuss.
15. Write on the regulatory bodies which govern various media in India.
16. What is defamation? How does it regulate freedom of the press?
17. Explain the effects of television on viewers, in the light of Uses and Gratification theory.

**PART - C**

**Answer any TWO questions in about 500 words each:**

(2x20=40)

18. Explain the unplanned short-term and long-term effects of media.
19. 'In the quest for scoop, news media have invaded the private space of public' – Critically comment in the context of media laws and ethics.
20. Explain with examples on 'Laws of morality and obscenity versus freedom of Press'.

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