

Reg. No

Name

18P213**M. A. DEGREE END SEMESTER EXAMINATION - APRIL 2018****SEMESTER 2 : GRAPHIC DESIGN****COURSE : 15P2GRDT02 ; MEDIA ETHICS AND EDUCATION***(Common for Regular - 2017 & Supplementary - 2016 admission)*

Time : Two Hours

Max. Marks: 50

Section A**Answer any 5 (2 marks each)**

1. 'Media as Art' Explain?
2. Broadcasting Code
3. Visual Persuasion
4. 'Media Creates Trends' comment on
5. What is Culture?
6. Ethnorelativism
7. The Meaning of 'Effects'

(2 x 5 = 10)**Section B****Answer any 5 (4 marks each)**

8. What are the Guidelines for Advertising on AIR ?
9. Explain the Political Economy Perspective on media education?
10. Values and Communication
11. Elements of Intercultural Verbal Communication
12. Mass Communication Theory
13. Explain how Plagiarism poisons the press.
14. How advertising influence us ?

(4 x 5 = 20)**Section C****Answer any 2 (10 marks each)**

15. Explain the nature and purpose of Ethics and how it is practiced in Cinema.
16. Define media education and what are the objectives of media education?
17. Discuss the elements of Intercultural Verbal Communication

(10 x 2 = 20)