

Reg. No

Name

18P3612**M. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2018****SEMESTER 3 : CINEMA & TELEVISION****COURSE : 15P3CTVT07 : MEDIA ETHICS AND EDUCATION***(For Regular - 2017 Admission & Supplementary - 2015 & 2016 Admission)*

Time : Two Hours

Max. Marks: 50

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

1. Information Ethics
2. History of video Art
3. Credibility
4. Environmental Persepctive of Media Education
5. Denial
6. What is "Many Voices, One World"?
7. Limited Effects Theory
8. Normative theory

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

9. Ethics of Telecasting
10. Explain the NPPA Code of Ethics
11. Explain the various starting points of media education?
12. Explain News Values.
13. What are the challenges present in intercultural communication?
14. Perception is individually and culturally determined. Explain
15. Media Effects
16. Explain about Attitudinal Effects?

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

17. Explain how is 'Freedom of Press' defined based on Indian Constitution
18. Explain Journalism values and analyze how it is practiced in contemporary period
19. Discuss the elements of Intercultural Verbal Communication

(10 x 2 = 20)