

Reg. No

Name

19P2013

M. A. DEGREE END SEMESTER EXAMINATION - MARCH/APRIL 2019

SEMESTER 2 : GRAPHIC DESIGN

COURSE : 15P2GRDT02 : MEDIA ETHICS AND EDUCATION

(For Regular – 2018 Admission and Supplementary – 2017/2016/2015 Admissions)

Time : Two Hours

Max. Marks: 50

Section A

Write a short note on any 5 (2 marks each)

1. Plagiarism
2. History of video Art
3. Visual Persuasion
4. Environmental Persepctive of Media Education
5. Denial
6. What is consumerism?
7. Limited Effects Theory

(2 x 5 = 10)

Section B

Answer any 5 (4 marks each)

8. Explain the NPPA Code of Ethics
9. Explain News Values.
10. Elements of Intercultural Verbal Communication
11. What are the functions of world view?
12. Mass media has become an integral part of our lives. Explain.
13. What is meant by linkage function of media?
14. What is Catharis Legend?

(4 x 5 = 20)

Section C

Answer any 2 (10 marks each)

15. Censorship promotes ethics in mass media. Justify
16. Discuss the issues related to representaion of women in mass media
17. When global violence is promoted in various levels, how media can abstain from it?
Suggest your remedies

(10 x 2 = 20)