

Reg. No

Name

M. A. DEGREE END SEMESTER EXAMINATION - MARCH 2020
SEMESTER 3 : GRAPHIC DESIGN
COURSE : 15P3GRD07 : MEDIA ETHICS AND EDUCATION
(For Regular - 2019 Admission & Supplementary 2018/2017/2016/2015 Admissions)

Time : Two Hours

Max. Marks: 50

Section A

Answer any 5 (2 marks each)

1. Yellow kid
2. History of video Art
3. Environmental perspective of Media Education
4. Comment on 'Media creates trends'
5. Denial
6. Defense and Minimalization
7. State Article 19(1) (a)

(2 x 5 = 10)

Section B

Answer any 5 (4 marks each)

8. Explain the PCC Codes of Practice
9. Elucidate on the objectives of Media Education
10. Give the elements of Intercultural Verbal Communication.
11. Write a note on transmission of values.
12. State and explain the linkage function of media.
13. Write on the effects of pornography and violence.
14. Explain about Attitudinal Effects.

(4 x 5 = 20)

Section C

Answer any 2 (10 marks each)

15. Explain how 'Freedom of Press' is defined based on Indian Constitution.
16. Explain Journalism values and analyze how it is practiced in contemporary period
17. Discuss the impact of media on society

(10 x 2 = 20)