

M. A. DEGREE END SEMESTER EXAMINATION - JULY 2021**SEMESTER 3 : GRAPHIC DESIGN****COURSE : 15P4GRD07 : MEDIA ETHICS AND EDUCATION**

(For Regular - 2020 Admission and Supplementary 2019/2018/2017/2016/2015 Admissions)

Time : Two Hours

Max. Marks: 50

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

1. AINEC Code of Ethics
2. Social Media
3. Credibility
4. Comment on 'Media creates trends'
5. Perception
6. Cultural Shock
7. Mobilization

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

8. Define human moral environments with examples
9. Explain the responsibility of public media towards society
10. Perception is individually and culturally determined. Explain
11. Explain the purpose of mass media
12. Analyse the effects of computer games on children.
13. Explain media language
14. How do advertisements influence us?

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

15. Discuss the ethical issues in social media with relevant examples
16. Reliability in media is declining in the current time- discuss
17. What are the effects of advertising and commercialism?

(10 x 2 = 20)