

M. A. DEGREE END SEMESTER EXAMINATION - OCT. 2020 : JANUARY 2021**SEMESTER 3 : CINEMA & TELEVISION****COURSE : 15P3CTVT07 : MEDIA ETHICS AND EDUCATION**

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

Time : Three Hours

Max. Marks: 50

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

1. Yellow kid
2. What is a staged photograph
3. Visual persuasion
4. Environmental perspective of Media Education
5. Ethnocentrism
6. Ethnorelativism
7. Incidental effects
8. Surveillance

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

9. Explain the PCC Codes of Practice
10. Give a psychological perspective on Media education.
11. Perception is individually and culturally determined. Explain
12. State and explain the linkage function of media.
13. What do you mean by mass Communication Theory?
14. Explain media language
15. Give a brief history of Video Art.

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

16. Elaborate on the 'Science of Ethics'.
17. Discuss the issues related to representation of women in mass media
18. Explain the role of media in controlling communal and religious violence
19. Examine the advantages and disadvantages of New Social Media.

(10 x 2 = 20)