

QP CODE: 24017904



Reg No :

Name :

B.VOC DEGREE REGULAR/REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

B.Voc Animation and Graphic Design

core - AGFX601 - MEDIA ETHICS AND EDUCATION

2018 Admission Onwards

1D59A4FD

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define Ethics
2. How can explain truth in media ethics?
3. What is Applied Ethics?
4. What is Credibility?
5. What are the key concepts of media education?
6. What is culture?
7. Define Virtual life.
8. What is ethno relativism?
9. Persuasion
10. DD
11. What is mental colonization?
12. Define the term media control.

(10×2=20)



Part B

Answer any **six** questions.

Each question carries **5** marks.

13. What are the Ethical issues in Animation.
14. Discuss in detail about RTI and it's impact.
15. Explain audience responsibilities to the media.
16. Write the Psychological Impacts of Media.
17. " Cultures are natural by-product of social interaction" Do you agree?
18. How to connect real life into media? Mention the code of ethics.
19. What is normative theory of Mass communication? Discuss one of the popular normative theories. Compare it with the Functional Theory of Mass Media.
20. What do you understand by media language?
21. Explain how women is depicted in mass media with Examples.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Write an essay on the Positive and Negative Impacts of Media.
23. What is mass culture? Do you think mass media produce mass culture? – Explain with suitable examples.
24. Write essay on Mass media its Relevance and significance.
25. Discuss the impact of media in de- humanizing society.

(2×15=30)