

QP CODE: 25021613



Reg No : .....

Name : .....

**B.VOC DEGREE REGULAR/REAPPEARANCE EXAMINATIONS, MARCH 2025**

**Sixth Semester**

B.Voc Animation and Graphic Design

**AGFX601 - MEDIA ETHICS AND EDUCATION**

2018 Admission Onwards

1DF076FB

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Explain briefly visual persuasion.
2. Explain Impartiality in media.
3. Patents Act.
4. Explain Educational Media.
5. What is Media Scenario?
6. What is culture?
7. Perception.
8. What is ethno relativism?
9. Broadcasting.
10. Social responsibility Theory.
11. Explain cultural Erosion.
12. What is meant by Alternative Media?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain Media Ethics and Different branches of Ethics.



14. What has got its ethics to do with advertising? Explain with examples.
15. Explain how 'animation' can be used a tool for education.
16. Explain the significance of media education in India.
17. Mass media can help shape the culture of an urban society. Do you subscribe to this view?
18. Discuss briefly about Mass media.
19. Define Information Society. Do you believe people live in a global information society in the 21st century? Give suitable examples.
20. What do you understand by media language?
21. Explain the impact of media in society.

(6×5=30)

#### Part C

Answer any **two** questions.

Each question carries **15** marks.

22. What are the Social and Psychological Impacts of Mass Media? Explain.
23. "When we communicate we try to establish commonness with someone."? What does commonness signify?
24. Write essay on Mass media its Relevance and significance.
25. Discuss the impact of media in de- humanizing society.

(2×15=30)