



THE AMERICAN COLLEGE, MADURAI
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale
Backlog Arrear Examination, March 2021

Paper Title: Media Education

Paper Code: BVC 1218/1222

Time: 2 hrs

Max Marks: 60

PART A

Explain any four questions in your own words. Minimum 500 words mandatory for each question. (4*15=60)

1. Media education deals with all communication media that include the printed word and graphics, the sound, the still and the moving image, delivered on any technology- Give an analytical report on this statement.
2. List the advantages and disadvantages of the media.
3. Is media education a part of every citizen's basic entitlement, in every country in the world, to freedom of expression and the right to information and is instrumental in building and sustaining democracy? Justify your answer
4. Nowadays, the term media education seems to be known to everyone—however, many people tend to understand it differently. Explain your understanding.
5. If you were to compile a list of the leading media educational objectives and arrange them in the order of their importance, what would be the first five points on your list?
6. Why do you think media education is so slow to be "taken up" or incorporated into mainstream education? It's not given the attention it warrants in India despite lots of talk about its importance. Why is that?