

Roll No. 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 18

**B.A. (JAMC) (2018 Batch) (Sem.-2)**  
**MEDIA AND CULTURAL STUDIES**  
Subject Code : BAJMC-202-18  
M.Code : 75891

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

**SECTION-A****Write briefly :**

1. Define Mass Culture.
2. Give two advantages of folk Media.
3. Define New Media.
4. Give an example of Hegemony.
5. Define Audience.
6. What is Sub Culture?
7. Define Fandom.
8. Give the definition of Genres.
9. Define Ideology.
10. Define Society.

### SECTION-B

11. Discuss various advantages of Folk Media.
12. Explain the difference between Ideology and hegemony.
13. Discuss the impact of new media technologies on folk culture.
14. Write a note on 'Representation of Gender Inequality in Media'.
15. Discuss the role of audience in live performance.

### SECTION-C

16. Explain the Uses and Gratification Approach in detail.
17. Write an essay on "Women - An Active Audience of Media".
18. Discuss various characteristics of Folk Culture and Popular Culture.

[www.FirstRanker.com](http://www.FirstRanker.com)

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**