

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

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**1. Write briefly :**

- a) Folk culture
- b) Meaning of mass culture
- c) Two features of political economy
- d) New media
- e) Meaning of popular culture
- f) Frankfurt School
- g) Ideology and hegemony
- h) Sub-cultures
- i) Two differences between recorded programme and live performance
- j) Representation of caste in media

SECTION-B

2. Discuss the relationship between media and culture.
3. How have new technologies impacted media in modern times?
4. What do you understand by Technological Determinism?
5. Explain the characteristics of media as cultural industries.
6. Why is Discourse Analysis used? Illustrate your answer with an example.

SECTION-C

7. From the perspective of the audience, evaluate the Uses and gratification approach.
8. Discuss the characteristics and significance of Reception Studies.
9. What do you mean by active audience? Give examples to illustrate your answer.

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.