

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

B.A. (JAMC) (2019 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

Q1. Write briefly :

- i) Popular culture
- ii) Technological determinism
- iii) Hegemony
- iv) Gender issues in media
- v) Passive audience
- vi) Street theatre
- vii) Yatra
- viii) Representation in media
- ix) Stereotypes in media
- x) Frankfurt School

SECTION-B

- Q2. Discuss mass culture in detail.
- Q3. What is a sub culture? Discuss.
- Q4. What is the importance of signs and codes in media? Discuss.
- Q5. What are the caste related issues in media? Discuss.
- Q6. What is uses and Gratification approach? Discuss.

SECTION-C

- Q7. How the development of media technologies has affected various cultural forms? Discuss.
- Q8. What is Discourse Analysis? How is it done? Discuss.
- Q9. Write an essay on : ‘*Media as Cultural Industries.*’

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.