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B.A. (J&MC) (Sem. – 2)

# MEDIA AND CULTURAL STUDIES

Subject Code: BAJMC-202-18

M Code: 75891

Date of Examination: 17-12-2022

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. Answer the following:

- a) Define Popular Culture.
- b) What is traditional media?
- c) Define mass Audience
- d) What is globalization
- e) Define mass media.
- f) Define fandom.
- g) Give an example of Sub Culture.
- h) Name any two new media.
- i) Mention two differences between recorded programme and live performance.
- j) Give the definition of Mass Communication.

M-75891 S-678

### **SECTION-B**

- 2. What is Discourse Analysis?
- 3. Define Hegemony. What does hegemony mean in media?
- 4. Explain Frankfurt school theory
- 5. Discuss Folk Media as a form of Mass Culture.
- 6. Explain the concept of Active Audience.

## **SECTION-C**

- 7. Write down the impact of media on our culture.
- 8. Discuss the role of media in the social construction of gender in our society.
- 9. Explain the importance and effectiveness of traditional media in our Indian society.

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

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