

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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