

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1613

H

Unique Paper Code : 11011204

Name of the Paper : Media and Cultural Studies

**Name of the Course : Bachelor of Arts (Honours
Course) Journalism**

Semester : II

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. Both parts are compulsory.
3. Candidates have to answer **ANY THREE** the questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry 10 marks each and questions in **Part B** carry 15 marks each.

P.T.O.

PART A

(3×10=30)

1. Write short notes on any **four** :
 - (a) Folk Culture
 - (b) Fandom
 - (c) Live Performance
 - (d) Ideology
2. What is the role of an audience in a live performance?
3. What is 'technological determinism' in reference to "medium is the message". Analyze the concept in detail.
4. Discuss the contributions of the Frankfurt School for mass media studies.

5. What do you understand by the concept of representation? Comment on the representation of gender in Indian cinema.

PART B

(3×15=45)

6. According to John Storey, Popular Culture can be understood through six definitions. Discuss.
7. In present times folk culture is rapidly changing its authentic nature and is getting commercialized. Discuss the nature and challenges of commercialization of folk culture.
8. A fan is an active creator of meaning as much as the star. Explain this statement with relevant examples from popular culture.

9. Stuart Hall's encoding-decoding model of communication redefined the understanding of media audience. Discuss.
10. Subcultures rise as a reaction to dominant social standards. Do you agree? Discuss with reference to styles of music, clothing, food etc.