

[This question paper contains 4 printed pages.]

Your Roll No.,.....

Sr. No. of Question Paper : 517

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Unique Paper Code : 2032182301

Name of the Paper : Media and Cultural Studies

Name of the Course : Bachelor of Arts (Honours
Course) Journalism – DSC

Semester : III

Duration : 3 Hours

Maximum Marks : 90

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 ALL 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 20 marks each.

P.T.O.

PART A

1. Explain popular culture with reference to media images.

Or

What is Mass Culture? Do you agree with Freud's contention that mass culture leads to 'Substitute Gratifications'?

2. Write short notes on any one :

- (a) Hegemony
- (b) Political Economy
- (c) Stuart Hall
- (d) Raymond Williams

Or

Ideology is not simply a body of ideas, but a material practice. Discuss with reference to the repressive state apparatus and ideological state apparatus keeping in mind Althusser's concept of Ideology.

3. How does mass media sustain hegemony of the powerful by promoting their ideas? Explain with reference to the five filters suggested by Chomsky and Herman.

Or

What are the characteristics of a subculture? Explain with examples.

PART B

4. Mass culture has made the individual subservient to the 'absolute power' of capitalism and has turned them into 'cultural dupes'. Discuss with reference to the debates on culture industries within the Frankfurt School.

Or

Folk culture is considered a spontaneous expression of people from 'below'. How does mainstream popular culture co-opt and transform folk culture forms and idioms?

5. Are media texts polysemic? Discuss the idea of active audiences with reference to women and soap operas, drawing on scholarship in reception studies.

P.T.O.

Or

Discuss some communicative formats that have emerged on new media platforms. How do they get produced by culture, and shape into cultural artefacts? Explain with examples.

6. What is the role of technology in producing cultural and social change? Discuss with reference to the work of Marshall McLuhan with suitable examples.

Or

Why are the practices around fandom categorized as textual poaching? Discuss fandom as participatory culture with reference to the work of Michel de Certeau and Henry Jenkins.

7. The Uses and Gratification approach provides an active audiences model in media studies but does not adequately address the presence or absence of media effects. Discuss.

Or

Media texts and images tends to commodify female body as a consequence of their interaction with commercial forces. Critically discuss visual imagery in media texts in this regard.