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Total No. of Pages: 02

Total No. of Questions: 09

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.

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.

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.