

This question paper contains 2 printed pages]

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S. No. of Question Paper : 2996

Unique Paper Code : 1011202

F-2

Name of the Paper : Media and Cultural Studies [DC-1.4]

Name of the Course : Bachelor with Honours in Journalism and Mass Communication

Semester : II

Duration : 3 Hours

Maximum Marks : 75

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt *all* questions.

All questions carry equal marks.

1. What do you understand by the term mass culture ? Discuss the various debates around mass culture in relation to the concept of popular culture.

Or

What is the main contribution of Marshall McLuhan to media studies ? Critically comment on his concept of 'medium is the message'.

2. Critically examine Althusser's ideas about the reproduction of dominant ideology in people's everyday lives through the domain of media.

Or

Explain the political economy approach in media studies. Discuss the relevance of this approach in contemporary media scenario.

3. How do we read media as texts ? Discuss with examples from popular cinema.

P.T.O.

Or

The 'real' is constructed through representation by the use of signs in media. Critically examine this statement with suitable examples from one of the following :

Newspaper Reports

Television Advertisements.

4. Critically examine the concept of active audiences in the domain of popular music.

Or

What do you understand by Subcultures ? Critically discuss the potential of resistance offered by subcultures with suitable examples.

5. Write short notes on any *two* of the following :

- (i) Folk culture as culture of the people
- (ii) Culture Industry
- (iii) Denotation and Connotation
- (iv) Women as fans
- (v) Hegemony.