

Sl. No. of QP : 8822
Unique Paper Code : ~~101212~~ 1011202
Name of the Paper : Media and Cultural Studies
Name of the Course : Journalism and Mass Communication
Semester : II
Duration : 3 Hours
Maximum Marks : 75

F-4

Instructions for Candidates

Attempt all Questions. All questions carry equal marks.

1. Critically examine the statement that popular culture originates from the people? Do you think that this definition limits the understanding of popular culture in all its complexity?

OR

Folk Culture is considered to be geographically bound to specific regions. Give examples to elucidate your answer.

2. What do you understand by consumer culture? Discuss the content of women's magazines in the light of critical debates on consumer culture.

OR

What do you understand by Gramsci's concept of hegemony? How will you apply this concept to an understanding of popular culture as a terrain of struggle?

3. What do you understand by Representation? Discuss with suitable examples from media illustrating the representation of *one* of the following:

Ethnic minorities
People with disability

OR

Critically examine Roland Barthes' ideas on denotation and connotation in understanding the creation of meaning in media and everyday culture. Discuss with examples.

4. How can fandom be understood as an interactive and dynamic process? Discuss with specific cases of fandom in the field of cinema.

OR

'Audiences produce meaning from media texts that can be read as oppositional.'
Critically analyse the above statement with reference to women audiences.

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

- i) Hot and Cool Media
- ii) Political Economy
- iii) Use of signs and codes in media
- iv) Subcultures
- v) Mass Culture