

7. (a) What are the characteristic of a sub culture?
Explain with examples.

Or

- (b) How do ideologies get produced through 'myths' as Barthes suggests. Elaborate with examples.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5750

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Unique Paper Code : 2034001211

Name of the Paper : Media and Popular Culture

Name of the Course : **G.E. : English**

Semester : IV

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.

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PART A

1. (a) Write short notes on the characteristic of mass culture.

Or

- (b) What is the difference between popular culture and folk culture?

2. (a) Write short notes on media as culture industries.

Or

- (b) Explain the concept of political economy.

3. (a) Write short note on Janice Radway.

Or

- (b) With reference to representation discuss 'media as text'.

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Part B

4. (a) According to John Storey, Popular Culture can be understood through six definitions. Discuss.

Or

- (b) Discuss Folk culture as authentic culture which is being rapidly commercialized in contemporary urban markets. Give examples.

5. (a) According to Marshal McLuhan, "Media is the message". Discuss the concept in special relation to artificial intelligence.

Or

- (b) Mass culture complements the capitalist organization of work and leisure. Comment.

6. (a) Discuss the main contributions of Frankfurt school for media studies.

Or

- (b) What are some of the contemporary debates on the representation of nation in the Indian media?

P.T.O.