

7. What do you understand by 'Global Village'? Discuss with reference to the work of Marshall McLuhan.

Or

Political economy of media approach foregrounds power relations constituting the production, distribution, and consumption of communicative resources. Discuss its implications in the contemporary media industry with relevant examples.

(1000)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5947 H

Unique Paper Code : 2034001211

Name of the Paper : Media and Popular Culture

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

Semester : II

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 **two** parts. Both parts are **COMPULSORY**.
3. Candidates have to answer **All** questions in **PART A** and **Any 3** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each, while those in **PART B** carry **20** marks each.

PART A

1. Write short notes on any **ONE** : (10×1=10)
 - (a) Political Economy
 - (b) Fandom
 - (c) Hegemony

P.T.O.

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Or

Mass Culture complements the capitalist organisation of work and leisure. Comment.

2. Does media technology take over the meaning of messages? Discuss with reference to the idiom 'Medium is the Message'.

Or

What is the Uses and Gratifications Approach? Explain with suitable references.

3. Explain the concept of Sub Culture with examples from popular music.

Or

Do mass culture forms lead to commercialization and commodification of culture? Discuss.

PART B

4. Discuss the important contributions of Frankfurt school for Media Studies.

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Or

Do you agree that the media uses the power of signs to create myths? Elaborate with reference to Roland Barthes' concept of Mythology.

5. Folk Media has peculiar attributes in terms of its form and the way it is performed and received, compared to other forms of media. Elucidate with suitable examples.

Or

A fan is an active creator of meaning as much as the star. Explicate this statement with relevant examples from popular culture.

6. What do you understand by the concept of representation? Comment on the representation of gender in Indian cinema and news media.

Or

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

P.T.O.