

Explain the idea of representation in terms of how gender issues are portrayed in Indian media and how these issues impact societal views of gender roles and identity.

6. How does the concept of active audiences challenge traditional views of media consumption, and what role do audiences play in shaping media meaning and interpretation?

OR

How have women been represented as audiences in media studies, and what impact do gendered representations have on women's engagement with popular culture?

7. What is popular culture? Which theorists have contributed to its understanding, as both a product and a producer of social meanings, identities, and power structures?

OR

The concept of Political Economy is relevant in analysing the capitalist structure of media houses today. Elaborate with examples.

(700)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1667

I

Unique Paper Code : 2032182301

Name of the Paper : Media and Cultural Studies

Name of the Course : **Bachelor of Arts (Honours)
Journalism**

Semester : III

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 ANY THREE 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.

P.T.O.

1667

2

Part A - Answer any THREE questions (3 x 10 = 30)

1. Write brief notes on any two:

- (a) Mass Culture
- (b) High Culture vs. Low Culture
- (c) Sub-cultures
- (d) Live Performances

OR

What was the Frankfurt School's critique of the media industry, and how do they conceptualize the media as "cultural industries"?

2. How can the Uses and Gratifications theory be critically assessed from the perspective of the audience?

OR

Explain the role of signs and codes in media. How do they contribute to the construction of meaning in media messages?

3. How do fandoms create communities of meaning and identity around popular culture texts, and what role

1667

3

do they play in shaping the production and reception of media?

OR

How does the concept of active audiences challenge traditional views of media consumption, and what role do audiences play in shaping media meaning and interpretation?

Part B - Answer any THREE questions (3x20=60)

4. Analyse the Frankfurt School's theory of media as cultural industries. How do Adorno and Horkheimer's ideas about the "culture industry" contribute to our understanding of media production and its effect on society?

OR

Explain the relationship between ideology and hegemony. How does Gramsci's concept of hegemony help in understanding media's role in society?

5. What is Reception Theory? How does this theory help us understand the role of audiences in interpreting media texts?

OR

P.T.O.