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Or

According to Adorno and Horkheimer, mass culture has made the individual subservient to the 'absolute power' of capitalism and has turned them into 'cultural dupes'. Discuss with reference to the debates on culture industry within the Frankfurt School giving examples.

7. The Uses and Gratification approach provides an active audience model in mediastudies but does not adequately address the presence or absence of media effects. Discuss.

Or

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?

(100)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 4951

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Unique Paper Code : 2034001211

Name of the Paper : Media and Popular Culture

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

Semester : 2/4/6

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 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. Critically analyse media texts as culture industries. Give suitable examples.

Or

Explain popular culture with reference to media images.

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

Or

What is the role of an audience in a live performance?

3. What are the characteristics of a sub-culture? Explain with examples.

Or

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

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PART B

4. What do you understand by Ideology? How do notions around Ideology affect the operation of Hegemony in a society? Give relevant examples.

Or

Discuss Folk Culture as authentic culture which is being rapidly commercialized in contemporary urban markets with suitable examples.

5. Are media texts polysemic? Discuss the idea of active audiences with reference to women and soap operas, drawing on scholarship in reception studies.

Or

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

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

P.T.O.