

7. How popular cultural symbols and cultural products are represented in various forms of media. Discuss with the help of an example.

OR

Discuss how opposing and different sub-cultures form in the society against the popular culture. Discuss its importance, role and relevance.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 4475

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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**

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. Elaborate on the difference between mass culture and folk culture. Give examples.

OR

How ideological state apparatus operates in the society. Explain.

2. The media represents the world, explain how stereotypical representations in media contribute to people's knowledge and understanding.

OR

What are the different types of codes used for media representation?

3. What is Active Audience Theory. Describe Stuart Hall's mode.

OR

Discuss the music and popular culture with a relevant example.

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PART B

4. Discuss Marshall McLuhan's concept of Technological Determinism with the help of an example.

OR

Briefly discuss the Frankfurt School's concept of Media as cultural industries.

5. Explain Uses and Gratification theory. How does the audience satisfy their needs?

OR

How caste issues are represented in the media, discuss by giving relevant examples.

6. Discuss the concept of fandom as a sub-culture. What are the different characteristics of fandom?

OR

According to Radway, it is more important to study the act of reading than the construction of the text. Explain.

P.T.O.