

FYBAMMC
SEMESTER II

MEDIA GENDER AND CULTURE



Time: 2 hours 30 mins

Marks: 75

12.3.20

Note: All questions are compulsory

Figures to right indicate marks

Q1) Explain the following Concepts (any five) (15 marks)

- A) Acculturation
- B) Popular culture
- C) Glocalization
- D) Representation
- E) Homogenization and fragmentation
- F) Digital divides

Q2) Answer the following questions (any two)

- A) Write a note on need of culture studies. (7 ½ marks)
- B) Discuss in details the influence of media in relation to views on gender. (7 ½ marks)
- C) Discuss with examples whether globalization is a threat to local identities. (7 ½ marks)
- D) Explain with the help of examples hegemonic masculinity in media. (7 ½ marks)

Q3) Answer the following questions (any two)

- A) Discuss on culture industry and media. (7 ½ marks)
- B) Discuss on gender issues in news media. (7 ½ marks)
- C) What is Techno culture as per the views of Ulrich Beck? (7 ½ marks)
- D) Elucidate the role of digital media culture in contemporary society. (7 ½ marks)

Q4) Discuss in details about media and its impact on the cultural aspect of the society. (15 marks)

OR

Q4) Bring out the social, economic, political, religious and technological elements in the construction of culture (15 marks)

Q5) Write short notes on: (any three) (15 marks)

- A) McDonalzyation of society
- B) Feminism and post feminism
- C) Media Imperialism
- D) Enculturation
- E) Ethnocentrism