

F.Y.BAMMC - Sem II - Reg. Exam - May '22

Malini Kishor Sanghvi College of Commerce and Economics

Media Gender and Culture - 18.5.22

Class: FYBAMMC Sem II

Note: All questions are compulsory with internal choice



Section B

Marks 40

Q2) Answer the following (Any One)

(10 marks)

- A) Explain the features of culture.
- B) Briefly explain the viewpoints of John Fiske, with respect to culture and industry.
- C) What is Techno culture and risk theory?

Q3) Answer the following (Any One)

(10 marks)

- A) Bring out social, economic, political, religious and technological elements in the construction of culture
- B) Briefly explain Mc Donaldization of society
- C) Elaborate on culture, industry and media, with special focus on cyber culture

Q4) Answer the following (Any One)

(10 marks)

- A) Explain with the help of examples hegemonic masculinity in media
- B) Explain the role of media in social construction of gender
- C) How can the media play an important role in establishing gender equality in the society?

Q5) Answer the following (Any One)

(10 marks)

- A) Explain the Media Imperialism theory.
- B) Discuss with example whether globalization is a threat to regional and local identities
- C) Elucidate the role of Digital media culture in contemporary society