

SYBMM
SEMESTER III
CULTURE STUDIES

Time: 2 hours 30 mins

Marks: 75

Note: All questions are compulsory

Figures to right indicate marks

- Q1) Explain the following Concepts (any five) (15)
- A) Oral traditions and folklore
 - B) Significance of language
 - C) Digital Imperialism
 - D) Creolization
 - E) Articulation
 - F) Ethnicity
 - G) Mass culture
- Q2) Discuss on the role of Digital media culture in contemporary societies. (15)
- OR
- Q2A) Discuss the theory of Diffusionism with special reference to media. (8)
- B) Discuss on cuisine and festivals as expression of culture. (7)
- Q3) Discuss on commodification of culture and its impact on lifestyle. (15)
- OR
- Q3A) Discuss the Re-representation media with respect to racial and ethnic group. (8)
- B) Explain the concept of Homogenization and Fragmentation. (7)
- Q4) Define culture. What are the main features of culture? (15)
- OR
- Q4A) Discuss on the political and the religious aspect of social construction. (8)

B) How would you explain McDonaldisation of society

(7)

Q5) Write short notes on: (any three)

(15)

- A) Material and Non-material culture
- B) Media and gender socialization
- C) Symbolic Interactionism
- D) Positive and negative relation of media and culture
- E) Impact of Globalization on our life