

S.Y. BMM - SEM III - A.T.K.T. - Feb '20

Culture Studies
11.2.20



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) Text and Readers
 - B) Mass culture
 - C) Glocalization
 - D) Articulation
 - E) Oral traditions
 - F) Non-reductionism
 - G) Racial stereotypes
- Q2) Define culture. What are the main features of culture? (15)
- OR
- Q2A) Explain the trends, transformation and impact of popular culture on society. (8)
- B) Explain cultural materialism as discussed by Raymond William. (7)
- Q3) Elucidate the role of Digital media culture in contemporary society. (15)
- OR
- Q3A) Discuss on the Re-representation of media culture with respect to Gender. (8)
- B) Write a note on evolution and need of culture studies. (7)
- Q4) Discuss in details about the process of globalization. (15)
- OR
- Q4 A) Discuss the economic and social aspects of culture construction. (8)

B) Explain Stuart Hall's idea of circuit of culture. (7)

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

- A) Positive and negative relationship of media and culture
- B) Mc Donaldisation of society
- C) Architecture as a form of culture expression
- D) Diffusionism
- E) Advertising as the ultimate cultural commodity