

SYBMM sem III Reg & A.T.K.T. Exam Oct-2019.
03/10/19.

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) Digital Imperialism
- E) Creolization
- F) Articulation
- G) Ethnicity

Q2) Discuss in details about the process of globalization. (15)

OR

Q2 A) Discuss the economic and social aspects of culture construction. (8)

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

Q3) Discuss on the role of Digital media culture in contemporary societies. (15)

OR

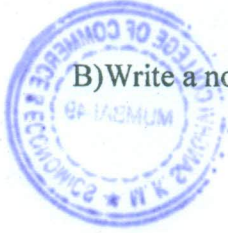
Q3A) Discuss the theory of Diffusionism with special reference to media. (8)

B) Discuss on cuisine and festivals as expression of culture. (7)

Q4) Discuss on commodification of culture and its impact on lifestyle. (15)

OR

Q4A) 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)

Q5) Write short notes on: (any three)

(15)

- A) Material and Non-material culture
- B) Symbolic Interactionism
- C) Positive and negative relation of media and culture
- D) Architecture as a form of culture expression
- E) Popular culture

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