

FYBAMMC/SEM II/EXT/MEDIA GENDER AND CULTURE

Time: 2½ hrs.

Marks:75

- Note:**
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.
 3. Draw neat diagram wherever necessary.

-
- Q.1 Explain the following concepts. (Any five) (15)**
- (a) Acculturation
 - (b) Popular Culture
 - (c) Media imperialism
 - (d) Digital divide
 - (e) Glocalization
 - (f) Ethnocentrism
 - (g) Representation
 - (h) Consumer Culture
- Q.2 Answer the following questions. (15)**
- (a) Trace the history of cultural studies.
 - (b) Discuss the theory of encoding and decoding by Stuart Hall.
- OR**
- Q.2 Answer the following questions. (15)**
- (c) Elaborate on the views of Feminism and Post feminism theory.
 - (d) Elaborate on culture, industry, and media, with special focus on cyber culture and memes.
- Q.3 Answer the following questions. (15)**
- (a) Explain recent trends in culture consumption in society.
 - (b) Explain changing attitude and behavior for empowerment of women with examples.
- OR**
- Q.3 Answer the following questions. (15)**
- (c) Explain globalization and local culture.
 - (d) Elucidate the role of Digital media culture in contemporary societies.
- Q.4 Answer the following questions. (15)**
- (a) Explain in detail 'Social Constructionism'.
 - (b) Explain the Role of television in the media globalization.
- OR**
- Q.4 Answer the following questions. (15)**
- (c) Explain the significance of cultural studies and media.
 - (d) Explain the role of media in social construction of gender.
- Q.5 Write a short note. (Any THREE) (15)**
- (a) Circuit of culture
 - (b) Articulation
 - (c) Media stereotype roles of men-women relationships
 - (d) Hegemonic masculinity
 - (e) Cultural imperialism

---X---