

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) Cultural Relativism
 (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) What is Techno culture and risk theory? Elaborate on the ideas of Ulrich Beck.
- 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 a special focus on cyber culture and memes.
- Q.3 Answer the following questions. (15)**
 (a) Explain the role of media in the social construction of gender.
 (b) Explain changing attitudes and behavior for the 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 media globalization.
- OR**
- Q.4 Answer the following questions. (15)**
 (c) Elaborate on culture, industry, and media, with a special focus on cyber culture and memes.
 (d) Explain the role of media in the social construction of gender.
- Q.5 Write a short note: (Any THREE) (15)**
 (a) Circuit of culture
 (b) Information bomb
 (c) Media stereotype roles of men-women relationships
 (d) Hegemonic masculinity
 (e) Cultural imperialism