



Register Number:

DATE:28-10-19

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
M.A Advertising and Public Relations – I SEMESTER
SEMESTER EXAMINATION: OCTOBER 2019
APR 7519: CONTEMPORARY MEDIASCAPES

Time: 1 ½ hrs

Max Marks: 35

This paper contains ONE printed page and TWO parts

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

I. Answer any THREE of the following in 200 - 250 words. (3 X 5 = 15)

1. What is the role and function of primetime television news today? Respond to the statement with appropriate examples from the Indian political mediascape
2. Define the term cultural hegemony with relevant examples
3. According to Adorno and Horkheimer, advertising is the culture industry's "elixir of life." Analyse this statement and support your answer with appropriate evidence.
4. Define and describe what Louis Althusser meant by Ideological State Apparatus
5. What did Marshal McLuhan describe as Global Village?

II. Answer the following in about 550 - 600 words (1 x 20 = 20)

6. Respond to the advertisement below by putting into perspective the gender roles in Indian Society.

