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Register Number:

DATE: 19-04-2017

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**MA JOURNALISM AND MASS COMMUNICATION – II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2017**

**MC 8415: Media and Cultural Studies**

**Time - 2 ½ hrs Max Marks - 70**

**This paper contains ONE printed page and THREE parts**

1. **Answer any SEVEN of the following in about 150 words each. (7x5=35)**
2. Global culture
3. Global village
4. National identity
5. The intersections between media and culture
6. Ideological state apparatus
7. ‘Media merely mirrors reality’ – Agree or disagree?
8. Culture jamming
9. Information communication technologies (ICTs)
10. Contra flows of media
11. **Answer any TWO of the following in about 300 words each. (2x10=20)**
12. Define media globalization and cultural hegemony. Give relevant examples to support your answer.
13. The cultural theorist Arjun Appadurai identifies five ‘scapes’ in his analysis of contemporary globalization. Briefly describe them and give examples to support your answer.
14. ‘In India, women are regarded and treated as goddesses’ – Respond to this statement with reference to the politics of media representations.
15. Evaluate the role of the media in allowing us to ‘imagine’ nations and national identities.
16. **Answer any ONE of the following in about 500 words. (1x15=15)**
17. “Television reinforces Western cultural imperialism” – what is your opinion of this statement? Support your opinion with examples from the television industry
18. Does culture shape technological advancement or is culture merely the context for it?

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