

Note: All questions are compulsory

All questions carry equal marks

Q1) How has social media brought about cultural changes in Indian mindsets? (15)

Q2) a. Write a detailed note on political and religious aspects of culture? (15)

OR

a. Write a note on media re-representing class? (8)

b. Explain Raymond William's theory of Materialism (7)

Q3) a. How does homogenization and fragmentation exist in the era of globalization. (15)

OR

a. Write a note on digital media culture (8)

b. Discuss Kroeber's idea on diffusion (7)

Q4) a. Explain the concept (15)

i) Representation ii) Kinship iii) Acculturation iv) Folklore v) Materialism

OR

a. Elucidate the concept of Popular Culture? (8)

b. How is language re-represented by media? (7)

Q5) Short notes on :- (Any 3) (15)

a. Circuit of culture

b. Global cultural flow

c. Commodification

d. Theory of social interaction

e. Fashion and Fades