

C.S

S.Y.B.M.M (Eng.) III

281316

Qp code MM3050316XNE

Note: All questions are compulsory

All questions carry equal marks

Q1) Explain stuart hall idea on circuit of culture with the help an Indian advertisement? (15)

Q2) a. How are certain ethnic and racial group portrayed by media? (15)

OR

a. How is technology aspects influence culture? (8)

b. What is culture and explain its characteristics (7)

Q3) a. Discuss the changing values, ideologies and its relevance in the contemporary society. (15)

OR

a. Explain Raymond Williams theory of materialism (8)

b. Elaborate on views of John Fiske (7)

Q4) a. Explain the concept (15)

i) Articulation ii) Ethnocentrism iii) Commodification iv) Diffusion v) Folklore

OR

a. How is kinship re-represented by media? (8)

b. Discuss Cuisine and festival as expression of culture (7)

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

a. Globalisation and Entertainment

b. Social aspect of culture

c. Creolisation

d. Art and Architecture

e. Cultural conditioning

— The End —