

11/05/2022

VCD : _____ CLASS: FYBAMMC(Eng) SUB: MEDIA, GENDER and CULTURE HOUR: 2.5 MARKS:75

Q.1 Attempt all MCQs.

(40)

1. When people come across foreign culture, after learning and accepting their home culture, they experience _____
A. Cultural Shock B. Cultural Relativism C. Enculturation D. Acculturation
2. _____ is the capacity of imposing one's will on others.
A. Force B. Power C. Feminism D. Strength
3. Control of one state over others, ruling or dominant others is known as _____ behavior.
A. Psionic B. Marketing Body C. Industry assessment D. Hegemonic
4. _____ allows us to critical scrutiny of culture without prejudices towards one another
A. Ancient Studies B. Gender Studies C. Cultural Studies D. Historical Studies
5. Construction of Culture happens through _____ systems.
A. 4 B. 5 C. 6 D. 7
6. Which of the following brand created an advertisement on the occasion of Ramadan with the tagline - Daag Acche Hai.
A. Nirma B. Neel C. Ariel Matic D. Surf Excel
7. Well known independent journalist _____ recently discussed the issue on Toxic Masculinity.
A. Faye Dsouza B. Shobhaa De C. Arnab Goswami D. Piyush J.
8. Active, dominant and aggressive are common stereotypical representations of:
A. Women B. Men C. LGBT D. Children
9. _____ refers to the biological differences between males and females.
A. Body features B. Birth implants C. Sex D. Gender
10. Helps deal with anxieties and uncertainties :
A. Social system B. Religious system C. Technology system D. Economic system
11. a) Richard Dawkins: Meme b) Mike Godwin: _____
A. WiFi Meme B. Social Media Meme C. Internet Meme D. Popular Meme
12. Which of the following is NOT one of the usual themes through which stereotype portrayal of Men-Women relationship is displayed?
A. Authority B. Victims C. Equality D. Role and Status
13. Hamam's ad that says 'Go Safe Outside' is an example of:
A. Selfish women B. Self centered women C. Self sufficient women D. Selfless women

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14. Social, Technology, Religious, Political and _____ are systems of construction of the culture.

- A. Diversified B. Economic C. Cultural D. Environmental

15. Relating to or characterized by belief in or worship of more than one god.

- A. Monotheistic B. Polytheistic C. Polyreligion D. Monoreligion

16. Feminism is NOT _____ towards men.

- A. Helpful B. Supportive C. Bias D. Better

17. _____ is read-only mode.

- A. Web 4.0 B. Web 3.0 C. Web 2.0 D. Web 1.0

18. The speedup of movements and exchanges (of humans, goods and services, capital, technologies or cultural practices etc.) all over the planet.

- A. Globalization B. Localization C. Privatization D. Investment

19. As per the Technology System- 1) Local : Global 2) Bullock carts : _____

- A. Modern Art B. Shopping Carts C. Cyber Marts D. New Craft

20. Scholarly research & Curriculum development are ways to tackle _____

- A. Healthy masculinity B. Feminism C. Hegemonic masculinity D. Post feminism

Q.2 A. Explain McDonalidization of society. (07)

B. Explain Techno Culture and Risk by Ulrich Beck. (08)

OR

C. Discuss the positive and negative effects of Globalization on our lives. (15)

Q.3 A. Explain Commodification of Culture. (07)

B. Discuss media and its impact on the cultural aspect of the society. (08)

OR

C. What are the 3 behaviors/beliefs behind the phenomenon of Toxic Masculinity? Explain how Indian movies have glorified toxic masculinity over the years with examples. (15)

Q.4 Short notes (Any one) (05)

- A. Ethnocentrism
- B. Meme
- C. Kaizen English is #CreatingForIndia
- D. Encoding and Decoding