

Note: All Questions are compulsory.

Q.1. How does globalization affect cultural identity? (15)

Q.2. Elucidate the role of Digital media culture in contemporary Society. (15)

OR

a) What is the meant by the Theory of Diffusion and how is it relevant to media? (08)

b) Elaborate on media and gender socialization. (07)

Q.3. Explain the trends, transformation and impact culture on society. (15)

OR

a) Elaborate on Encoding and Decoding model as proposed by Stuart hall. (08)

b) How are cities formed? Mention positive and negative aspects of urban life. (07)

Q.4. Explain the concepts (Any 5) (15)

a) Mass culture

b) Ethnicity

c) Power

d) Enculturation

e) Ethnocentrism

OR

a) Explain any three aspects of construction of culture. (08)

b) Elaborate on Global Economic and global culture flows. (07)

Q.5. Short Notes on (Any 3) (15)

a) Fashion and Fads

b) Art and Architecture

c) Homogenization and Fragmentation

d) Functionalism Theory

e) Glocalization.