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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** |
| **MA JOURNALISM AND MASS COMMUNICATION - II SEMESTER** |
| **SEMESTER EXAMINATION: APRIL 2019** |
| **MC 8418 – MEDIA AND CULTURAL STUDIES** |
|  |  |  |  |  |  |
| **Time- 2 1/2 hrs** |  | **Max Marks-70** |

This question paper has **ONE** printed page and **TWO** parts

Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

**I. Write short notes on any FIVE of the following in 200 - 300 words each. (5 X 10 = 50)**

1. ‘Media merely mirrors reality’ – Agree or disagree? Explain your argument.
2. Culture Industry and Cultural hegemony
3. Technological determinism
4. Frankfurt School
5. Ideological state apparatus
6. Information communication technologies (ICTs)
7. Contra flows of media

**II. Answer any ONE of the following in about 550 - 600 words. (1 x 20 = 20)**

1. “Television reinforces Western cultural imperialism” – what is your opinion on this statement. Support your opinion with examples from the television industry.
2. Evaluate the role of the media in allowing us to “imagine” nations and national identities.

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