**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**MA JOURNALISM AND MASS COMMUNICATION – II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2018**

**MC 8415: Media and Cultural Studies**

**Time - 2 ½ hrs Max Marks - 70**

**This paper contains ONE printed page and THREE parts**

**I.Answer any SEVEN of the following in about 150 words each. (7X5=35)**

1. Technological Determinism
2. Cultural Populism
3. Ideological State Apparatus
4. Cultural hegemony
5. Frankfurt school of thought
6. Composite culture
7. Mass culture
8. Hybrid identity

**II. Answer any TWO of the following in about 300 words (2x10=20)**

9. Globalization brings about cultural and media imperialism. Discuss.

10. What are the major cultural conflicts in the modern media era?

11. Discuss the gender issues surrounding media representations, specifically advertising.

**III. Answer any ONE of the following in about 500 words. (1x15=15)**

12. Explain the role of media as agents of socialization and mediators of political reality with relevant examples.

13. With the advent of globalization, traditional cultures have lost significance in Indian media. Evaluate the statement.