



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 4th Semester Examination, 2023

CC10-MASS COMMUNICATION AND JOURNALISM

MEDIA AND CULTURAL STUDIES

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any four questions

3×4 = 12

1. What is cultural hegemony? Answer in few sentences.
2. What is 'denotative meaning' and 'connotative meaning' in semiotics?
3. What do you understand by 'pop culture'?
4. Who coined the term 'culture industry'?
5. Briefly explain the term 'sub-culture'.
6. Explain the term 'high culture' and 'low culture'.

GROUP-B

Answer any four questions

6×4 = 24

7. Briefly explain the concept of active audience in the domain of popular music.
8. What is Agenda setting theory? What role do news channel play in setting up an agenda?
9. What is Folk Culture? Discuss the effect of mass media on Folk Culture.
10. Write a short note on the representation of gender issues in media.
11. Briefly explain how Westley and MacLean's Model of communication contribute towards the understanding of the communication process.
12. Discuss briefly the 'Social Responsibility Theory' of the press.

GROUP-C

Answer any two questions

12×2 = 24

13. What is Mass Culture? Discuss the various debates surrounding 'mass culture'.
14. Discuss the Uses and Gratification theory in detail.
15. Explain in detail with illustration George Gerbner's Model of communication.
16. How does a myth get constructed through representation in media? Discuss.

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