



‘সমানো মনঃ সমিতি: সমানী’

UNIVERSITY OF NORTH BENGAL

B.A. Honours 4th Semester Examination, 2022

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 from the following

3×4 = 12

1. Explain the term “popular culture”.
2. Write a brief note on fandom.
3. Define the term “mass culture”.
4. Briefly explain the term “folk media”.
5. Who propagated the play theory and when?
6. Name three types of puppetry found in India.

GROUP-B

Answer any four questions from the following

6×4 = 24

7. How do the models of Schramm and Osgood contribute towards understanding the communication process? Explain in brief.
8. Critically analyze the concept “Manufacturing consent”.
9. Analyze the mass media’s role in national development.
10. Explain briefly what you understand by the statement “media promotes stereotypes”.
11. What is cultural imperialism? How does it help to re-establish the control of power elites?
12. Explain the word model. Mention briefly the various models of communication.

GROUP-C

Answer any two questions from the following

12×2 = 24

13. Define ‘culture’. How does mass communication affect the culture of a society?
14. Explain in detail Schramm and Osgood’s model.
15. “The mass media, especially television, cultivate a pseudo-reality which serves to alienate audiences rather than tune them to reality”. In the light of this statement, explain clearly the cultivation theory.
16. “Mainstream mass media informs and interprets messages following an unwritten agenda”. Keeping this statement in view, discuss the Agenda Setting theory.

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