



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 2nd Semester Examination, 2020

**JORACOR04T-JOURNALISM AND MASS COMMUNICATION (CC4)**  
**MEDIA AND CULTURAL STUDIES**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
- (i) 'Bagurumba' is the folk song of which state of India?  
(A) Kerala (B) Gujrat  
(C) Jammu and Kashmir (D) Assam
- (ii) Uses and Gratification theory is in contradiction to which theory?  
(A) Hypodermic Magic Bullet Theory (B) Individual Difference Theory  
(C) Personal Influence Theory (D) Social Learning Theory
- (iii) Name a theorist who proposed Critical cultural theory?  
(A) Herbert Marcuse (B) Theodor Adorno  
(C) Max Horkheimer (D) All of these
- (iv) The critical theory owes its origin to which school of research?  
(A) Marxist School (B) Frankfurt School  
(C) Feminist School (D) None of these
- (v) Name two aspects to Audience Reception studies?  
(A) Audience theory (B) Audience research  
(C) Both of these (D) None of these
- (vi) Critical theory can be defined as:  
(A) A theoretical approach broadly influenced by Marxist notions of ideology, exploitation, and the economy in understanding and eventually transforming society.  
(B) A theoretical approach taken by researchers who do not believe that traditional scientific methods hold any value for media studies.  
(C) A theoretical approach in which the researcher looks for any weaknesses in proposed theories and attempts to debunk them.  
(D) A hyper-critical method to examine the negative repercussions of digital media in our culture and society.

- (vii) Who proposed the Hegemony theory?  
(A) Adorno and Horkheimer (B) Marshall McLuhan  
(C) Maxwell McComb (D) Antonio Gramsci
- (viii) 'Casino' is the popular folk dance of which country?  
(A) Brazil (B) Cuba  
(C) Mexico (D) New Zealand
- (ix) Differential class-based access to technology is also known as?  
(A) Information Divide (B) Knowledge Divide  
(C) Digital Divide (D) None of these
- (x) In which year did Facebook start in India?  
(A) 2000 (B) 2001  
(C) 2005 (D) 2006

2. Answer any *four* questions from the following:

10×4 = 40

- (a) How does the industry tend to view the audience?  
(b) What are the approaches of media content speaking about caste and class?  
(c) Define Political Economy perspectives of media.  
(d) What is the role of media in Indian culture today?  
(e) How have technological transitions shaped the formation of online news media today?  
(f) Write short notes on:  
(i) Signs and codes in Media  
(ii) Reception studies.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

—x—