



WEST BENGAL STATE UNIVERSITY
B.A. Honours 2nd Semester Supplementary Examination, 2021

JORACOR04T-JOURNALISM AND MASS COMMUNICATION (CC4)

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) Values, traditions, beliefs are all examples of
(A) customs (B) popular culture
(C) material culture (D) non-material culture
- (ii) An example of popular culture is
(A) pop music (B) T20 cricket
(C) both (A) + (B) (D) none of these
- (iii) High culture means
(A) folk culture (B) popular culture
(C) culture of elite class (D) mass culture
- (iv) One of the scholars belonging to Frankfurt school was
(A) Theodor Adorno (B) Stuart Hall
(C) Frank Jefkins (D) Denis McQuail
- (v) Political economic theory deals with
(A) how economic theory influences different socio-economic systems
(B) socialisation theory
(C) social responsibility theory
(D) gatekeeping theory
- (vi) The study of signs and symbols is
(A) Symbiosis (B) Symbiotics
(C) Semiotics (D) None of these
- (vii) Uses and gratifications theories focus on
(A) why people actively seek out specific media for their needs
(B) technology as extension of man
(C) media as watchdog
(D) Hypodermic Needle theory

- (viii) Technological Determinism was first coined by
(A) Thorstein Veblen (B) Stuart Hall
(C) Denis McQuail (D) None of these
- (ix) An example of New Media is
(A) Facebook (B) Reuters
(C) Google (D) Both (A) and (C)
- (x) Reception theory is
(A) making meaning or interpretation of literary/media text
(B) how media is socially responsible
(C) media as extension of humans
(D) media as gatekeepers

2. Answer any **four** questions from the following: 10×4 = 40
- (a) What is mass culture? Discuss how folk elements have influenced mass culture citing recent examples. 4+6
- (b) Discuss the uses and gratifications approach to mass media. 10
- (c) How are women portrayed in mass media? Discuss, focussing society's role in portrayal of media representation of women in advertising. 3+7
- (d) Who coined the word 'culture industry'? Discuss with examples. 8+2
- (e) What is cultural hegemony? How does cultural hegemony manifest on Indian tv? Discuss. 2+8
- (f) What is media culture? How do you estimate media culture in popular soaps? 3+7

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.*

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