

**TILAK MAHARASHTRA VIDYAPEETH, PUNE****B.A. in Journalism & Mass Communication****EXAMINATION: JANUARY - 2022****FOURTH SEMESTER****Sub: Media and Indian Culture (BAJMC18-4002)**

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**Date : 17/01/2022****Total Marks : 40****Time: 10.00 am to 12.00 noon**

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***Instruction:****All questions are compulsory.***Q. 1 Descriptive Answer (Any Two)****(20)**

1. What is Culture? Discuss importance of understanding culture in Media profession.
2. How are Folk traditions passed on to generation?
3. What is Independent Media? How is it different from Mainstream media.

**Q. 2 Write short notes. (Any Two)****(10)**

1. Pop Culture
2. Role of Democracy in India
3. Depiction of Caste in Films

**Q. 3 Open Ended Question****(10)**

Explain in detail about an Indian Festival and discuss how is it depicted in any film/song/news with appropriate examples.

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