

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. IN JOURNALISM & MASS COMMUNICATION
B.A. IN SOUND AND MUSIC TECHNOLOGY
B.A PHOTOGRAPHY
EXAMINATION: DECEMBER- 2022
FOURTH SEMESTER
Sub: Media & Indian Culture
(BAJMC/BASA/BAPH 19-4002)

Date : 22/12/2022

Total Marks : 40

Time: 10.00 am to 12.00 noon

Instruction:

All questions are compulsory.

Q. 1 Descriptive Answer (Any Two)

(20)

1. What is culture? How can one view the culture in media? Discuss with examples.
2. Discuss the relation of media, gender and culture by taking a case-study of any film.
3. What is folk culture? Discuss folk culture examples used in contemporary media

Q. 2 Write short notes. (Any Two)

(10)

1. Pop culture
2. High Culture
3. Difference between class and caste

Q. 3 Open Ended Question

(10)

Discuss the relation between media, culture and consumerism. Give examples how culture is connected to consumerism.
