

SYBMM(E)

XY9AAB.
I. Cultural
Studies

(L)

Max. Time : 2 ½ hrs.

Max. Marks: 75 Marks

1. All questions carry equal marks
2. Figures to the right indicate full marks.

Q.1. Explain the following concepts (any 5) 15 marks

- i Representation
- ii Articulation
- iii Popular culture
- iv Racism
- v Ethnicity
- vi Globalization
- vii Fashion and fad
- viii Glocalization .

Q.2. A Discuss the features of culture and highlight the need for cultural studies. 15 marks

OR

B Elaborate social interaction theory in cultural studies. 8 marks

C Discuss the theory of diffusionism with special reference to the media. 7 marks

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Q.3. A Discuss the religious and economic aspects of Indian culture

With relevant examples.

15 marks

OR

B Elaborate media and gender socialization.

8 marks

C Discuss the relevance of technology in the construction of

culture .

7 marks

Q.4. A Elucidate the role of digital media culture in contemporary

societies.

15 marks

OR

B Describe in detail the process of globalization.

8 marks

C Discuss commodification of culture and its impact on

lifestyle.

7 marks

Q.5. Write short notes on the following (any three)

15 marks

- a Oral traditions and folklores
- b Architecture
- c Sports
- d Mass culture
- e Circuit of culture.