

Time: 2 ½ hrs

Marks 75

Instructions: (a) All questions are compulsory and carry equal marks
(b) Figures to the right indicate marks
(c) Support answers with examples wherever necessary

Q1 Answer any five from the following in four to five sentences [15]

1. Define texts and readers
2. Explain Diffusionism
3. Define Glocalization
4. Define articulation
5. Define Homogenization
6. Give the meaning of Fragmentation
7. Explain Fashions and Fads

Q2 A Explain Cultural Materialism as discussed by Raymond Williams. [8]

B Elaborate Encoding-Decoding Model as proposed by Stuart Hall. [7]

OR

Q2 C Discuss the various aspects in the Construction of culture. [15]

Q3 A Explain the social and economic aspects which influence culture. [8]

B Explain how Gender is re-represented in the media. [7]

OR

Q3 C Explain the trends, transformation and impact of Popular culture on society. [15]

Q4 A Explain the impact of the Digital Media Culture. [8]

B Explain in brief Commodification of culture and its influence on lifestyle. [7]

OR

C Discuss the various Festivals and Cuisines of India as expression of culture. [15]

Q5 Write short notes on **ANY THREE:-** [15]

1. Functionalism
2. Urbanism
3. Representation
4. Oral Traditions
5. Architecture