

**4/H-82 (viii) (Syllabus-2018)**

**2 0 2 3**

**( May/June )**

**MEDIA TECHNOLOGIES**

**( Honours )**

**( Media and Culture )**

**[ MT-401 ]**

**( Under Revised Syllabus )**

**Marks : 55**

**Time : 3 hours**

*The figures in the margin indicate full marks  
for the questions*

**1. Write short notes on the following (any five) :**

**2×5=10**

- (a) Secondary research**
- (b) Groups and its types**
- (c) Modern political system in your State**
- (d) Boundary issues in North-East**
- (e) Media and popular culture**
- (f) Family**
- (g) The need for media research**

( 2 )

2. Differentiate between modern culture and folk culture. What are modern festivals? Explain the different types. In your finding are modern festivals beneficial or detrimental to traditional culture? Justify.  $3+2+3+3\frac{1}{4}=11\frac{1}{4}$

OR

3. What is popular culture? Do you think social media are agents of popular culture in North-East India? With example illustrate how social media is forming popular culture in North-East India today.  $3+4+4\frac{1}{4}=11\frac{1}{4}$
4. Describe briefly about the youth in North-East India. What are the various problems faced by the youth of North-East India? Suggest ways and means to help the youth of this region.  $3+4+4\frac{1}{4}=11\frac{1}{4}$

OR

5. Illustrate the various conflicts in North-East India. Describe how public or private media can either solve or propagate the existing conflicts of North-East India. How is regionalism a cause of conflict?  $4+4\frac{1}{4}+3=11\frac{1}{4}$
6. What is data collection? What are the various methods of data collection? Illustrate with example. What is or are the method(s) you have adopted for your research? Explain with examples.  $2+5+2+2\frac{1}{4}=11\frac{1}{4}$

( 3 )

OR

7. What is sampling? Describe the various types of sampling. What is the sampling method you have adopted for your research and why? Describe in short your sampling method and what are the problems you encounter in your sampling.  $2+4+3+2\frac{1}{4}=11\frac{1}{4}$
8. What is communication research? Describe the different types with examples. What is exit poll research? How is it done and why?  $2+4+2+3\frac{1}{4}=11\frac{1}{4}$

OR

9. Differentiate between survey and experimental research. What method you have adopted for your research and why? Present in short your research design.  $3\frac{1}{4}+3+5=11\frac{1}{4}$

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