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(July)

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. Answer the following questions : $2\frac{1}{2} \times 4 = 10$

(a) Define Mass Culture and describe two major features.

(b) Differentiate between Modern and Traditional families.

(c) Differentiate Traditional and Modern Festivals.

(d) Define popular culture.

2. Discuss this statement, "production of Culture gives rise to Mass Culture" with any suitable example. $11\frac{1}{4}$

Or

Write a detailed note on Cultural Imperialism Theory.

3. Write a note on the significance of folk media in the age of Internet. $11\frac{1}{4}$

Or

How can folk media be used in creating awareness on social issues?

4. Write the important steps involved in communication research. $11\frac{1}{4}$

Or

What is the significance of Data in research? Explain the process of preparation and tabulation of Data. $5+6\frac{1}{4}$

(3)

5. Write a note on the need and relevance of
Mass Media Research. 11¼

Or

What is secondary research? Explain how it
is different from primary research. 5+6¼

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