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(July)

MEDIA TECHNOLOGIES

(Honours)

(Culture and Society in North-East India)

(MTH-201)

Marks : 56

Time : 3 hours

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

1. Answer the following questions : 3×4=12
 - (a) Differentiate tradition from modernity.
 - (b) What are the merits and demerits of private media institutions?
 - (c) Describe the major roles and characteristics of mass culture.
 - (d) Distinguish a group from a community.
2. Discuss in detail the different promotion strategies used in mass communication. 11

Or

As students of media, explain in detail how you will improve and strengthen folk media in present-day society. 11

3. Define the concept of a house and discuss the traditional house structures of anyone State of North-East India. 5+6=11

Or

What is a Panchayat? How was it formed? What role does it play in modern-day governance? 3+3+5=11

4. What do you understand by migration patterns? What are the causes and effects of migration patterns in the North-Eastern region? 5+6=11

Or

Explain the meaning of ritual and describe the relationship between ritual and belief systems. 5+6=11

5. What kind of conflicts and compromises resulted when women and minorities asserted their civil rights? 11

Or

Describe in detail the role that media plays in culture and society as well as in individual's lives. 11

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