

2016

ENGLISH

ENG-0205 (B)

MEDIA STUDIES (ELECTIVE)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any three of the following questions: 12+12+12= 36

- (a) Link media studies to cultural studies and explain if media literacy is of utmost importance for understanding identity, representation and ideology.
- (b) Discuss Hybridity and Diaspora in the broad perspective of global media.
- (c) Explore the tradition of media ethnography and the politics of ethnography.
- (d) Compare and contrast ritualized media use with serious life and give some empirical examples of media use as ritual.
- (e) Explain ethnography, gender and corresponding social change leading to female strength and gender features.
- (f) Explore how Sign, Ideology and Hegemony are crucial to the understanding of media studies.

2. Answer an three of the following questions: 8+8+8+24

- (a) Write a note on media practice, imaging and designing.

- (b) Explain how people living in late modernity experience the global in their local life, otherwise a mediated cultural consumption.
- (c) Express your views on authority and audience-hood in global context.
- (d) What are media and their effects?
- (e) "Media ethnography offers much to the internationally oriented and increasingly intercultural field of global media studies". Discuss the statement with localized focus.
- (f) "The globality of an alternative, counter-hegemonic common sense can be demonstrated through audience studies and other approaches". Explain the statement in the light of Indian audience studies.

3. Write short notes on any four of the following topics.

5+5+5+5=20

- (a) Knowledge and Social Conflict
- (b) Ethnography and Globalization
- (c) Culture and Cultural Imperialism
- (d) Media and Postmodernism
- (e) Reception and Ideological Implications
- (f) Media Hegemony
- (g) Langue and Parole
- (h) Translocal Ethnography.