

2017

ENGLISH

Paper : 0205 (Option - 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: 12x3= 36
- (a) "...we attempt to map a path for media ethnography as a means through which to engage and engender a vision of global media studies theory grounded in the practices of everyday life". Make an assessment of the statement in the light of an ethnographic approach to global media studies.
- (b) Explain rituals with reference to media ethnography.
- (c) Make an assessment of Heloisa Buarque de Almeida's fieldwork experience on ethnography and gender.
- (d) "...the pursuit of knowledge of globalization needs to be tempered by an understanding of the politics of the globalization of knowledge as well". Do you agree with the said lines of Vamsee Juluri quoted from the essay, "Ask the West, Will Dinosurs Come Back"? Give an analytical reply.
- (e) Discuss ethnography, local, global, or translocal.

2. Answer any three of the following questions:  $8 \times 3 = 24$
- (a) Discuss why, what, how and who of studying media.
  - (b) Throw light on the role played by social media in constructing a 'global village' as you've studied in "Global Media".
  - (c) Make a study of documentary making as an example of 'ethnographic' work that links theory to practice in the framework of your study of "Making Media".
  - (d) Make an assessment of knowledge, norms and social interests in relation to the dilemmas faced while making a documentary
3. Write short notes on any four of the following topics.  $5 \times 4 = 20$
- (a) Sign
  - (b) Media Economics
  - (c) Global Media Business
  - (d) Global Media Citizens
  - (e) Digital Postcolonialism
  - (f) Ideology and Hegemony

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