

UG/2nd Sem(H)/23/(CBCS)

2023

**MASS COMMUNICATION
AND JOURNALISM (Honours)**

Paper Code : 202 MCJH DC-4

[Media and Culture]

Full Marks : 25

Time : Two Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

Group - A

1. Write short notes on any *three* of the following : $5 \times 3 = 15$

- (a) Cross Culture
- (b) Fandom
- (c) Puppetry
- (d) Chhau
- (e) Participatory media

(2)

Group - B

2. Answer any *one* of the following : 10×1=10

(a) What is Cultural hegemony? How is it changing the cultural practices of rural Bengal? Explain with some examples. 2+8

(b) How is folk media helping to empower the women in rural Bengal? Describe with examples. 10
