



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 2nd Semester Examination, 2021

**JORACOR04T-JOURNALISM AND MASS COMMUNICATION (CC4)**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
- (i) The culture traditionally practiced by a small, homogeneous, rural group living in relative isolation from other groups is known as:  
(A) Mass culture (B) Popular culture (C) Folk culture (D) Community culture
- (ii) Frankfurt School was closely associated with  
(A) Berlin University (B) Goethe University  
(C) Moscow University (D) Oxford University
- (iii) A set of beliefs, opinions or philosophies attributed to a group of persons is known as their  
(A) epistemology (B) homology (C) iconology (D) ideology
- (iv) Uses and gratifications theory focuses on:  
(A) What does media do to people? (B) What do people do with media?  
(C) What media do with technology? (D) What media do with identity?
- (v) The study which explores the relationship between ancient and modern texts and contexts is known as  
(A) Reception studies (B) Anthropology  
(C) Ancient studies (D) Textual studies
- (vi) Who coined the term 'Technological Determinism'?  
(A) Thorstein Veblen (B) Clarence Ayres  
(C) John Dewey (D) William Ogburn
- (vii) "The medium is the message" is a phrase coined by  
(A) Marshall McLuhan (B) Karl Marx  
(C) Theodor Adorno (D) Jurgen Habermas
- (viii) Which of the following is a product of New Media culture?  
(A) Analog Games (B) Dating  
(C) Video-calling (D) Photography

2. Answer any **four** questions from the following: 10×4 = 40
- (a) What do you mean by Culture? What are the characteristics of folk Culture? 4+6
  - (b) Discuss how Frankfurt School contributed to the development of Critical Theory. 10
  - (c) Discuss the co-relation between Media and Culture citing proper examples. 10
  - (d) How New Media has impacted the forms of culture? 10
  - (e) What are the features of live performances? How Audience influences live performances?
  - (f) What does Uses and Gratification theory implies about audience? What are the drawbacks of this theory? 4+6

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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