

Time :2 hrs 30 minutes

↑ (L)

Full Marks:75

All questions are compulsory
Figure to right hand indicate marks

Q1. Explain the following in one or two sentences(Any Five) [3 x 5 =15]

- a. Culture and Materialism
- b. Non verbal Communication
- c. Fashion and Fad
- d. Cultural diffusion
- e. Digital divide
- f. Text and reader

Q2 (a) What is culture? Explain the characteristics of culture. [08]

(b) Explain Encoding and Decoding theory of cultural studies . [07]

Or

Q2 (a) Elaborate social interaction theory with reference to G.H.Mead and C.H Coolly [08]

(b) Elucidate the concept of mass culture and popular culture with relevant Examples. [07]

Q3 (a) Indian society is a process of continuity and change. Discuss this statement with reference to the role of social system within cultural frame work. [08]

(b) Elaborate on the role of media in gender socialization. [07]

Or

Q3 (a) Discuss the political and religious aspect of cultural construction in India [08]

(b) Explain the relevance of technology in construction of culture. [07]

Q.4. What is Globalization? Elaborate the positive and negative impact of globalization on culture with illustration. [15]

Or

Q4. What is digital media? Elaborate in detail the impact of digital media culture on society. [15]

Q5. Write short notes on the following (any 3) [3 x 5=15]

- (a) Kinship
- (b) Folklore
- (c) Indian sports
- (d) Creolization
- (e) Circuit of culture