



Register Number:
Date:

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 560027
M.A Advertising and Public Relations – I SEMESTER
SEMESTER EXAMINATION, OCTOBER – 2019
APR 7519: CONTEMPORARY MEDIASCAPES

Time –1½ hours

Max Marks - 35

This paper contains ONE page and TWO parts

I. Write short notes on ANY THREE of the following in 100 words each (3 x 5 = 15)

1. Hegemony
2. Frankfurt School
3. Technological Determinism
4. Culture Industries by Theodor Adorno and Max Horkheimer

II. Answer ANY TWO of the following in 200 words each (2 x 10 = 20)

5. What does the concept of ideology mean within the field of Cultural Studies? Explain how media acts as a powerful Ideological State Apparatus with an example.
6. 'Tik-tok videos, Dub-smash videos and Song-covers are new age cultural content creation tools.' Explain with regards to the concept of Fan culture and participatory culture.
7. 'Representation of women in Indian film has undergone a dramatic shift in the past few decades' – Comment on the statement with examples.
8. 'Gender is not a static identity but is performative' – Comment on the statement.