

**Subject : New Trends in Media and Culture**

Day : Tuesday  
Date : 20/12/2016



Time : 10.00 AM TO 1.00 PM  
Max Marks : 70 Total Pages : 1

**N.B.:**

- 1) Attempt any **THREE** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

**SECTION-I**

- Q.1** What is folk culture? How is it different from mass culture? (14)
- Q.2** Under what circumstances can sting journalism be ethical? Explain with case studies. (14)
- Q.3** What are the characteristics of the Print Media? Do you think the Print Media will survive the twin onslaught of broadcast and online? Give reasons to support your view. (14)
- Q.4** Elaborate on the skills required by a PR practitioner in current times. (14)
- Q.5** The growing trend of corporatisation of media limits the choice of the consumer. Discuss. (14)

**SECTION- II**

- Q.6** Explain the different types of Indian cultural events in context with its impact on society. Explain with examples. (14)
- Q.7** Advertising increases the price of a product. Critically comment on the statement. (14)
- Q.8** Digital India is a mission pronounced by central Government of India. Critically comment on the role of Digital India for shaping the future of Indian society. (14)

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