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3.4.2013

DOON UNIVERSITY, DEHRADUN
Mid-Term Examination, Second Semester, 2012-13
School of Communication
M.A. Communication
Course: COMM-502: Mass Media and Society

Time Allowed: 2 Hours

Marks: 30

Note: Attempt questions from both sections, A and B.

SECTION A (Attempt any FOUR questions. Each question is to be answered in about 300 words.)

(Marks: 5 x 4 = 20)

Write short notes on the following. Explain with examples wherever appropriate.

- 1. The work of media: representation vs reflection.**
- 2. High culture and ordinary culture.**
- 3. Technological or media determinism as reductionism.**
- 4. Walter Benjamin's observation about ritual and politics as the functions of art in different historical eras.**
- 5. "The ruling class and the ruling ideas."**

SECTION C (Attempt any ONE Question. To be answered in about 700 words.)

(Marks: 10 x 1 = 10)

- 1. Write an essay on the cultural approach to communication, contrasting it with the transmission approach.**
- 2. Relate the main ideas expressed by Adorno and Horkheimer in the essay 'The culture industry: Enlightenment as mass deception' to Gramsci's ideas about hegemony.**