

[Time: 2½ Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:**
1. **Attempt all five** questions.
 2. **All questions carry equal marks.**

- Q1.** Write short notes on any three: **15**
- i. Frankfurt School
 - ii. False Needs VS Real Needs
 - iii. Material Culture
 - iv. Critique of Mass Culture
- Q2. a.** Sensationalizing of the news belittles the core concerns of the issues reported. Debate using suitable examples. **15**
- OR**
- b.** Examine whether political ideology shadows the way in which certain events are reported.
- Q3. a.** Would you agree that globalisation has affected our images of youth and old age? Elaborate using suitable examples. **15**
- OR**
- b.** Account for the relevance of the urban legends in a technology driven world.
- Q4.** Write short notes on any three: (Culture and Coolness) **15**
- i. Hidden Dangers of Social Networking
 - ii. Life in Cyber Space
 - iii. Gaming and Addiction
 - iv. Smartphones and Youth Empowerment
- Q5.** Write in brief on any two: (Theorists) **15**
- i. Urban Spaces and Gender
 - ii. Lyotard
 - iii. Gramsci
 - iv. Trial by media
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