

M.A. Examination, 2016
Semester-I
Journalism and Mass Communication
Course – IV
(Culture and Heritage)

Time: 3 Hours

Full Marks: 40

Questions are of equal value or as indicated in the margin.

Answer Question no. 5 and ***any two*** from the rest.

1. What is acculturation? Discuss its process and consequences in brining about transformation of society. 5+10=15
 2. What, according to Tagore, are culture and civilization? 15
 3. (a) How is 'Education' central to 'Culture Studies'? 7½
(b) Examine the unity underlying the diversity in Indian languages and their contribution in shaping the culture. 7½
 4. Appreciate the role of press and newspapers in generating the modern Indian culture in the positive or negative way. 15
 5. Write short notes on ***any two***: 5×2=10
 - (a) Religion of Man
 - (b) Material Vs Non-Material Culture
 - (c) Heritage
 - (d) Functional definition of 'culture'
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