

JADAVPUR UNIVERSITY

MASTER OF ARTS EXAMINATION

2<sup>nd</sup> Year, 3<sup>rd</sup> Semester

FILM STUDIES

TELEVISION AND POPULAR CULTURE IN INDIA

Time: Two Hours

Full Marks: 30

Answer any *two* questions.

Answer either in English or in Bengali

All questions carry equal marks

1. Discuss how the nationalist drives of AIR in the 1950s and of Doordarshan till the 1970s were to an extent compromised because of certain popular compulsions of these institutions.
2. The popular appeal of Doordarshan's *Ramayan* and *Mahabharat* lay not as much in representation of a distant past as in Hindutva's claim to a modern, even futuristic, vision of nationhood and governance. - Comment.
3. Critically analyze how the participatory culture around Indian television has evolved with Globalization and a growing consumerism since the 1990s.
4. In a neo-liberal world, privately owned news television claims to represent the public more than institutions of the state. - Comment with reference to the Indian context.