

Ex/FS/PG/4.1/2024

JADAVPUR UNIVERSITY

MASTER OF ARTS EXAMINATION, 2024

2nd Year, 2nd Semester

DEPARTMENT OF FILM STUDIES

Globalization, Culture and New Media

Time: Two Hours

Full Marks: 30

Answer *any two* questions
Answer *either* in English *or* in Bengali
All questions carry equal marks

1. Cultural heterogeneity can be a way towards economic homogeneity. Comment with particular reference to the concept of Globalization.
2. Critically analyze the relationship between intellectual property and distributed creativity in the digital era.
3. What are the characteristics of the labour that makes possible capital accumulation for social media and other internet platforms?
4. Cinema is “no longer an indexical media technology but, rather, a sub-genre of painting.” Comment with special reference to the implications of the statement in film history.