

1	When people of different cultures come into continuous contact resulting in subsequent changes in the original cultural pattern of either one's culture or both the phenomenon is called _____	Enculturation	Acculturation	Ethnocentrism	Culture shock
2	During the process of acculturation some of the elements of different cultures get merged or give rise to a new form of _____	culture	society	values	ethics
3	In _____, pre existing traits may be replaced by the ones which involve minimum structural changes	institution	imitation	substitution	faction
4	In _____ old traits blend to form a new system considerably resulting in cultural changes .	disunion	syncretism	detrimental	substitution
5	In _____ a substantial part of the culture may be lost	deculturation	acculturation	enculturation	cross-culturation
6	In _____ new traits are added to meet the needs of the change in situation .	imitation	substitution	origination	separation
7	when majority of the people do not accept the new culture it is _____	ignorance	rejection	manipulation	avoidance
8	_____ is the process in which we learn and transmit culture .	Enculturation	Culture shock	Culture relativism	Culture trend
9	Enculturation does not always come from deliberate learning but also by seeing and _____	copying	imitating	comprehending	observing
10	_____ gives a person more knowledge than what we would gain from books or his surroundings on his own .	Culturization	Attitude	Socialization	Cognition
11	Cultural norms and _____ are passed from one generation to another through the process of enculturation .	ethics	morals	traditions	understanding

12	There are various _____ through which enculturation can take place	options	agents	paths	tricks
13	One of the most significant aspects of enculturation is _____,	observing	imitating	understanding	learning
14	Media in the Indian context, _____ have been a great source of the cultural content .	films	commercials	songs	drama
15	Existence of groups and subgroups with different cultures gives rise to the phenomenon of _____.	culture shock	ethnocentrism	culture relativism	acculturation
16	Individuals and groups become ethnocentric because they lack _____ of the entire situation involved	understanding	knowledge	attitude	power
17	Ethnocentrism can be _____ if it helps to build faith and confidence of the group	useful	worthy	positive	advantageous
18	_____ Is the ability to understand a culture on its own terms and not to make a judgments using the standards of ones own culture	Cultural acquisition	Culture relativism	Culture specificities	Cultural diversity
19	People come to learn and accept the ways of their home culture as natural ,when they encounter foreign cultures they may experience a _____.	culture ignorance	culture difference	cultural stereotype	culture shock
20	_____ is all that man learns and acquires by virtue of being a member of society .	Culture	Ethics	Values	Manners
21	Animals have no external assets thus they depend totally on their _____	surroundings	psychological mindset	biological organs	physiological conditions
22	The tendency to judge other cultures in terms of one's own customs and values	Ethnocentrism	Enculturation	Culture Shock	Culture Diversity
23	The reaction people may have when encountering cultural traditions different from their own.	Cultural Shock	Cultural Identity	Culture Conflict	Cultural Homogeneity

24	When people of different cultures come into continuous contact, resulting in subsequent changes in the original cultural pattern of either one's culture or both, the phenomenon is called _____.	Acculturation	Civilization	Enculturation	Cultural relativism
25	The main goal of feminism is to	Change the patriarchal nature of society	Assert minority rights	Protect women from alienation	Influence the government
26	First important school of cultural studies at University of Birmingham was formed by _____.	Stuart Hall	Karl Marx	Graham Murdock	Raymond Williams
27	A body of great literature	Literary canon	High culture	Popular culture	Superstructure
28	Political economy theories	Focus on how social elites gain control over media institutions	Are interpretive	Are microscopic	Focus on forms of culture that structure everyday life
29	Marx blamed _____ as the main social problem.	Capitalists	Workers	Industrialization	Urbanization
30	A person associated with the Frankfurt school.	Max Horkheimer	Graham Murdock	Weber	Herder
31	The article 'Encoding and Decoding' is given by _____.	Stuart Hall	Herder	Weber	Fiske
32	Defined the 'popular' as that which the audiences make of and do with the commodities of the culture industries.	Fiske	Smith	Graebner	Murdock
33	Features of culture (Pick the odd one out)	Anti-social	Patterned	Pride	Symbolic
34	Ulrich Beck is associated with his thesis on _____.	Risk society'	Technology society'	Information society'	Technoscience society'
35	This process is the way we learn and transmit culture and how each person adapts to the behaviours which are prohibited and prescribed.	Enculturation	Acculturation	Deculturation	Substitution
36	During acculturation, when pre-existing trait may be replaced by the one which	Substitution	Syncretism	Addition	Deculturation

	involves minimum structural changes. This is called _____.				
37	Ulrich Beck suggests. (Pick the odd one out)	Anxieties & insecurities are reduced	Industrial societies face many dangers posed by technoscience	Easier to access information	Risks of problems are pointed out by technoscience
38	Relates to viewing of behaviour of the culture of other people, from their own cultural perspective, rather than from one's own point of view.	Cultural relativism	Cultural Identity	Acculturation	Ethnocentrism
39	Defined as a process of adaptation to the new conditions of life.	Acculturation	Civilization	Ethnocentrism	Cultural relativism
40	According to _____, sex and gender are cultural as well as social constructs.	Black & Postcolonial feminism	Cultural feminism	Social feminism	Gender feminism
41	Techno Culture and Risk	Ulrich Beck	Stuart Hall	Charles Cooley	Fiske
42	Believed that elites dominated society through their direct control over the means of production.	Marxists	Neo-Marxists	Cultural study theorists	Political economy theorists
43	_____ is a theory based upon an over-concentration of mass media from larger nations as a significant variable in negatively affecting smaller nations, in which the national identity of smaller nations is lessened or lost due to media homogeneity inherent in mass media from the larger countries.	Google maps	Medium, audience, purpose	an atlas	Media imperialism
44	The term ___ refers to a theory according to which modern human society is strongly subjected to consumerism and stresses the centrality of purchasing commodities and services (and along with them power) as a cultural practice that fosters social behaviors.	white	black	gray	consumer cultures

45	____, with its declinations of advertising and public relations, is often considered as a system centered on the manipulation of the mass of society.	recycle	reduce	revise	Media culture
46	___ means that within a culture, the media increasingly influences other institutions (e.g. politics, religion, sports), which become constructed alongside a media logic.	landing	pillar	final	Media culture
47	___ today affect all aspects of everyday, professional and public life, and understanding its significance requires interdisciplinary knowledge.	landing	pillar	final	Digital media
48	___ is at the moment of primary importance to all the states of the developing world.	Plagiarism	copy pasting	copywriting	Media Imperialism
49	Observers of __ are increasingly recognizing that globalization is having a significant impact on matters such as local cultures, matters which are less tangible and hard to quantify, but often fraught with intense emotion and controversy.	Money	User intent	colourful presentation	globalization
50	Many ____, particularly indigenous peoples, view culture as their richest heritage, without which they have no roots, history or soul.	Lockwords	Penwords	Plotwords	societies
51	The __ of the production and distribution of goods and services is a welcome development for many people in that it offers them access to products that they would not otherwise have.	Long tail keywords	head terms	tail words	globalization
52	___ increasing international trade in cultural products and services, such as movies, music, and publications.	Long tail keywords	head terms	tail words	globalization
53	The __ of trade in cultural products is increasing the exposure of all societies to foreign cultures	audience	Golden Age	unrealistic	expansion

54	Although there is no consensus on the consequences of globalization on national cultures, many people believe that a people's exposure to foreign culture can undermine their own ___ identity.	Competitor	Italian	commercial	cultural
55	One of the principal concerns about the new globalization of culture that is supposedly taking place is that it not only leads to a homogenization of world culture, but also that it largely represents the "Americanization" of world ___.	headings	Liberal	Commercial	cultures
56	Efforts to protect ___ from the homogenizing effects of globalization are often intertwined with other, sometimes questionable, motives, including economic protectionism and the political suppression of ideas	information	Neorealistic	comical	local culture
57	Many organizations and groups have been formed at the local, national, and international level that aim to promote the protection of ___.	Headings	fascism	facetious	traditional cultures
58	___ is an important aspect of cultural globalisation	content	New Era	imaginary	Migration
59	The globalisation of food is one of the most obvious examples of ___	Simple	World War II	popularity	cultural globalisation
60	___ of globalisation is detraditionalisation – where people question their traditional beliefs about religion, marriage, and gender roles and so on.	active	2005	less	consequence
61	Globalization has been defined as the process of rapid ___ of countries and happenings through greater foreign trade and foreign investment.	Passive voice	nonprofessiona l	classical	integration

62	Developed countries have been trying to pursue developing countries to___ the trade and allow more flexibility in business policies to provide equal opportunities to multinational firms in their domestic market.	web	nonprofessiona l	realistic	liberalize
63	Culture provides each member of a group with a notion of _____ by making you aware of who you are.	Syncretism	Identity	Ethnocentris m	Caste
64	_____ refers to the collection of of techniques,methods or process which are used in the production of goods and services, or for accomplishment of objectives.	Technology	Sub-culture	Caste	Identity
65	University of Bermingham Centre for Contemporary Cultural studies was founded by Hoggart and _____.	Stuart Hall	Albert Einstein	Williams	Cooley
66	Media is often known as _____ of the country.	Enemy	Watchdog	Power	Culture
67	John Fiske defines _____ as that which the audiences make of and do with the commodities of the culture industries.	Religion	Popular	Syncretism	Dynamic
68	Media _____ has developed from printing press to radio t films and television followed by internet.	technology	politics	system	culture
69	In 1973, Hall published an article called _____.	Enculturation	Encoding/Deco ding	Syncretism	Sub-culture
70	Stuart Hall categorised three types of audience; Dominant,negotiated and _____.	Oppositional	Motivated	Satisfied	Syncretism
71	_____ put forward his thesis on "risk society".	Ulrich Beck	Encoding/Deco ding	Sub-culture	Enculturatio n
72	_____ emphasizes on representation on how the world is socially constructed and represented to us by	Cultural studies	Politics	Popular	Social

	ourselves in meaningful ways.				
73	The _____ refers to cultural variations existing within a society.	Sub-culture	Ethnocentricism	Syncretism	Culture
74	_____ means the whole complex of traditional behaviour which has been developed by the human race is learned by each generation	Religion	Caste	Sub-culture	Culture
75	When studying different areas of the world, it is important to have an idea of a particular regions culture before continuing. But, how do we define "culture"?	A particular person's lifestyle	A delicious desert from Oregon Dairy	All the elements that make up a society or civilization	A particular segment that has interesting values
76	The term _____ can be used to describe a political, cultural or economic movement aimed at establishing equal rights and legal protection for women in the society.	Feminism	Sub-culture	Ethnocentrism	Relativism
77	_____ describes the feeling of disorientation brought on experiencing an unfamiliar culture, lifestyle or set of attitudes.	Acculturation	Cultural Shock	Ethnocentrism	Syncretism
78	Stuart Hall discussed his model of communication in an essay entitled _____.	Cultural Shock	Feminism & Post Feminism	Culture & Industry	Encoding/Decoding
79	The process where people of two different cultures come in contact resulting into subsequent changes in the original cultural pattern of either one's or both is called as _____.	Acculturation	Sub-culture	Caste	Religion
80	_____ is the process in which we learn and transmit culture.	Oppositional	Encoding/Decoding	Syncretism	Enculturation
81	Existence of groups and sub-groups with differing cultures gives rise to the phenomenon of _____.	Ethnocentrism	Oppositional	Caste	Religion

82	_____ gives the person a sense of belongingness which means the person belongs to a particular group or a society.	Culture	Dynamic	Caste	Acculturation
83	Which of the following is widely accepted as being the most influential figure in the field of cultural studies?	Margaret Mead	Stuart Hall	Claude Levi-Strauss	Orhan Pamuk
84	_____ helps us to understand our ancestral values and gives us meaning to our life	Culture	globalization	society	media
85	_____ is a process in which an individual adopts, acquires and adjusts to a new cultural environment.	Acculturation	Enculturation	cultural relativism	Cultural shock
86	_____ - process by which an individual learns the traditional content of a culture and assimilates its practices and values.	Enculturation	ethnocentrism	Culture	Cultural Relativism
87	_____ is the feeling of uncertainty, confusion, or anxiety that people experience when visiting, doing business in, or living in a society that is different from their own	Culture shock	Enculturation	ethnocentrism	Cultural Relativism
88	_____ play a vital role in promoting cultural relativism in society	Society	media	Culture	people
89	_____ describes culture of, by and for the people	Popular Culture	Media	Society	People
90	All human societies have _____ irrespective of whether or not the use of money is involved	Economic System	Political system	Democracy	Media
91	_____ is a set of attitude, belief and practices pertaining to glorification of the supernatural power	Religion	Politics	democracy	Education
92	The term culture industry was coined _____	Theodor Adorno	Virginia Woolf	William Faulkner	Anton Chekhov
93	_____ is the form of government in which the masses possess the right to share sovereign power	Democracy	politics	religious	none of these
94	_____ - has put forward his thesis on 'risk society' which has been very influential	Ulrich Beck	Stuart Hall	Claude Levi-Strauss	None of these

95	The term '_____' refers to the industrialization and commercialization of culture	Culture Industry	Political system	Economic System	none of these
96	_____ are an inseparable part of the democratic system	Political Parties	Society	Culture	media
97	_____ refers to the symbolic actions considered sacred which express reverence, obedience and homage to God	Ceremonies and Ritual	Theologies and creed	Religious code	Festival
98	Meme as a word was coined by _____	Richard Dawkins	John Fiske	James Joyce	Anton Chekhov
99	_____ represents and legitimizes male domination over women in society in all aspects of life	Hegemonic masculinity	advertising industry	Media House	Newmedia
100	_____ refers to a process where strong nations subjugate or dictate weaker nations through Media.	Journalism	Media Imperialism	Globalization	Global Cultural Flow
101	_____ is the process in which people, ideas and goods spread throughout the world, spurring more interaction and integration between the world cultures, government and economies.	Globalization	Homogenisation	Local Culture	Liberalization
102	_____ is collective term of individual country's economy which happens through international exchange of goods and services.	Glocalization	Global Cultural flow	Global economy	Fragmentation
103	_____ refers to multi-directional movements and reallocations of human beings, artifacts and ideas within the ill-defined sphere of culture in its global, national and regional dimensions.	Global Cultural Flow	Liberalization	Privatisation	Global Economy
104	Disney, Time Warner, Viacom, The Walt Disney are examples of _____	Transnational News Service	Traditional Media	Privatisation	Media Conglomerate
105	_____ assumes its main thrust is to unite the world and make all its different cultural, economical or political fields alike.	Fragmentation	Media Imperialism	Homogenization	Global Economy
106	_____ is creation of products or services for the global	Globalization	Glocalization	Fragmentation	Media

	market by adapting them to local cultures.				
107	_____ is the process which creole culture emerges in New World and the mixing of people bringing cultural mixing which leads to formation of new identities.	Creolization	Globalization	Glocalization	Transition
108	Era of Web 1.0 was _____.	Interactive	Read Only format	Participatory	Capitalism
109	Which of the following theorist coined the term 'Global Village'?	Marshall McLuhan	Karl Marx	Emile Durkheim	John Fiske
110	_____ describes the phenomenon of the entire world becoming more interconnected as the result of propagation of media technologies throughout the world.	Encoding - Decoding	Global Village	Circuit of culture	Consumption
111	_____ is a commonly used term to characterize the experience of everyday life in specific , identifiable localities.	Global Culture	Local culture	Transnational	Westernisation
112	_____ is with media owners and capitalist countries in regard to production and expansion.	Culture	Politics	Globalization power	Homogenisation
113	_____ refers to people who move from one place to another like refugees, tourists, immigrants, etc. along with ideas and information.	Ethnoscapes	Mediascapes	Fragmentation	Power
114	Cross border transactions, Free international capital flow, Foreign Direct Investment, Portfolio Investment are examples for _____.	Mass Culture	Convergence	Global Economic Flow	Global Cultural Flow
115	Glocalization process can be understood in which of the following three level system?	Urban, Rural, District	City, Town, Village	District, City, Village	Local, National & International
116	_____ refers to culture shaped by the emergence and use of digital technologies.	Digital Culture	Financescape	Liberalization	Globalization
117	Web 2.0 is _____.	Participatory & Interactive	Read only	Write only	Speak only

118	_____ is a company that owns numerous companies involved in mass media enterprises such as publishing, movies, Internet, television, and radio.	Global institutions	Media Conglomerate	Electronic Media	Global Culture
119	Glocalization means the creation of products or services for global market by adapting them to _____ culture.	Universal	International	District	Local
120	Construction of Culture is	The formation of various cultures and practices	Social, Economic, Political only	Religious in nature	Technology oriented
121	Theory of Social Constructionism was introduced by	Karl Marx	John Fiske, Stuart Hall	Peter Berger, Thomas Luckman	Simone De Beauvoir
122	According to _____, meaning and knowledge are socially created	Acculturation	Socialization	Social Constructionism	Ethnocentrism
123	_____ considers the Biological understanding of the world	Religious Constructionism	Essentialism	Social Constructionism	Logic
124	In a society, goods are distributed in _____ ways	1	2	3	4
125	Economic Construction elaborates on	The impact of Western Culture and Capitalism	Commercialization of Society	Importance of Material Prosperity	All of the above
126	The concept of McDonaldization was coined in	1990	1974	1993	2000
127	The term McDonaldization was used for the 1st time by	Alan Rickman	George Ritzer	Robert Marcuse	Max Weber
128	_____ determine Political Culture	Elite Culture	Mass Culture	Elite and Mass Culture	Popular Culture
129	There are _____ types of authority	1	2	3	4
130	_____ is an integral part of Political Culture	Legitimacy	Power & Authority	Leadership	Democracy

13 1	Bureaucracy is an example of _____ authority	Charismatic	Traditional	Official	Legal Rational
13 2	Types of Authority was given by	Karl Marx	George mead	Emile Durkheim	Max Weber
13 3	_____ is an example of Elite Culture	Classical Music	Tamasha	Folk Theatre	Warli Paintings
13 4	A religion is _____ when there are multiple Gods worshipped.	Monotheistic	Polytheistic	Multicultural	Secular
13 5	A set of attitudes, beliefs and practices to glorify a supernatural power is called _____	Caste	Religion	Politics	Values
13 6	_____ led to the emergence of Technoculture	Modernization	Industrialization	Urbanization	Localization
13 7	_____ has led to increasing tendencies of commodification of culture	Media	Technology	Memes	Advertising
13 8	The 1st Internet Meme was launched in	1990	1991	1995	1996
13 9	The word "Meme" was coined by	Mike Godwin	Richard Dawkins	Cha Cha	Jeremy Bentham
14 0	_____ is when a couple live together without being married	Cohabitation	Reconstituted	Family	Not a family
14 1	_____ is the capacity of imposing one's will on others	Power	Idea	Rule	Leader
14 2	_____ defines popular culture	Media	People	Culture	Style
14 3	_____ culture is come up due to the use of computer networks	Cyber	Online	Offline	Physical
14 4	_____ is generally in a form of image, GIF , video	meme	story	Article	news
14 5	_____ is the Ultimate Cultural Commodity	Advertisisng	Films	Books	Notes

14 6	There are ____ guiding principles for McDonaldization	one	two	three	four
14 7	India is a ____ nation	Developed	Developing	backward	Poor
14 8	____ is called having many Gods	Monotheistic	Polytheistic	co -exist	Mutiple
14 9	Indian social system is ____ in nature	Simple	Complex	Dynamic	easy
15 0	Cultural studies are ____	Microscopic	Macroscopic	long term	Simple
15 1	Monotheistic is having ____ god.	One	two	three	many
15 2	Quran is an example of ____ literature	sacred	scared	urdu	story
15 3	Who coined the word "meme"	Stuart Hall	Richard Dawkins	Adorno	George Ritz
15 4	____ is our link to the outside world.	books	phone	news	culture
15 5	Culture Industry is a term coined by ____ school.	Frankfurt	Haward	German	English
15 6	Max Horkheimer is from ____ school .	Haward	Frankfurt	English	German
15 7	Religion is a universal ____ need.	Human	Culture	Family	Living
15 8	Expressing and putting it together is called as ____	Articulation	Representation	Culture	Popular
15 9	Popular culture is characterized by ____	mass distribution	mass awareness	mass gains	mass usage
16 0	Use of computer networks is called ____ culture.	media	cyber	fast	slow
16 1	The ____ has given voice to many alternative and marginalized narratives	internet	computer	radio	television

	including that of women.				
16 2	_____ can be defined as a socially constructed role embodied by men.	feminism	masculinity	neutral	social
16 3	Promote gender equality and women empowerment, is the _____ objective of the United Nations.	first	second	third	fourth
16 4	_____ for a long time has been a tool in promoting the stereotypes of gender roles.	radio	magazine	telephone	television
16 5	The Smurfette Principle, was written by _____	Katha Pollitt	Janet J.	William F	Sam Jhonson
16 6	Hegemonic masculinity is a phrase popularized by an Australian sociologist_____.	James W.	R. W. Connell	Emna Jihn	Sam J
16 7	_____ can be described as the social, cultural, ideological or economic influence exerted by a dominant group.	social	exonomic	hegemony	environment
16 8	In advertisements mostly _____ are generally seen as housekeepers, mothers or in domestic settings.	children	males	seniors	women
16 9	_____ is usually influenced externally through various social factors.	gender rokes	environment	mass nedia	telephone
17 0	_____ represents the actual physical composition of individuals that describe them as male or female.	gendee	sex	society	environment
17 1	_____ distorts reality by under representing women.	media	telephone	fax	e mail
17 2	Our society is still _____ in nature.	social	economic	patriarchal	feminism
17 3	TV programmes portray women in a _____ manner.	uplift	subdued	subjective	derogatory
17 4	Media is playing a significant role in stressing the importance of _____.	gender equality	gender discrimination	gender subdue	gender subjectivity

175	Communication _____ is an instrument and reflector of change.	usage	use	consumption	disturbance
176	The married women whose husband is alive is called _____.	kumangal	sumangali	widow	divorcee
177	There are _____ three themes describing media's representation of gender.	2	1	4	3
178	Most companies use the physical appearance of _____ women to popularise their products.	ugly	beautiful	sweet	educated
179	_____ is a learned behaviour of a society or a subgroup.	Ritual	Custom	Culture	Tradition
180	Cultural processes are intimately connected with _____ relations.	emotional	economical	political	social
181	Enculturation is the product of _____.	learning	teaching	listening	observing
182	Which term among the given options was coined by William Graham Sumner?	Enculturation	Ethnocentrism	Cultural Relativism	Acculturation
183	_____ is a communication problem that involves frustration.	Belief shock	Traditional shock	Cultural shock	Custom shock
184	Culture theory that argues that cultural symbols are important for the development of a _____ movement.	social	political	economical	physical
185	_____ Culture is progressive in real sense.	Manual	Supportive	Traditional	Popular
186	Ulrich Beck propounded the influential _____ theory.	attack	Current	Risk	shock
187	_____ in cultural studies focuses on the ways in which women and her body is represented.	Feminism	Humanism	culturalism	materialism
188	Risk is an integral part to _____	pop culture	hydro culture	nano culture	techno culture

189	Feminist theorists examines the gender used in media to reinforce _____	lethargy	patriarchy	matriarchy	anarchy
190	_____ is the central concept in cultural studies.	sociology	Theology	Ideology	Philosophy
191	Enculturation is an essential part of an individual to survive in the _____.	family	group	world	society
192	Cultural relativist believe that all cultures have _____ value.	inequal	equal	same	proper
193	People tend to prefer to be with others who have similar _____.	beliefs	cultures	thoughts	ideas
194	Encoding and Decoding model of communication was first developed by _____.	Stuart Hall	John Fiske	Zora Neal	Confuscious
195	_____ involves political and sociological theories.	traditionalism	Feminism	culturalism	humanism
196	The concept of illness is always _____ in Society.	enhanced	created	developed	constructed
197	The content of political culture is unique to each _____	person	individual	society	member
198	What is necessary in building huge complex human organizations?	faith	Trust	Belief	Idea
199	The print media underwent process of _____.	Concentration	attention	promotion	separation
200	Which of the following would reflect prevailing ideas in comparative social science about the nature of race?	Race is fundamentally a matter of biology.	Racial categories as such appear to be socially or culturally constructed.	Since race is not really biological, it does not have political consequences.	We live in a "post-racial" world.
201	Which of the following statements about gender would be judged least plausible by the social-scientific community?	Gender is receiving greater attention from scholars in comparative politics than	Gender and biological sex mean the same thing.	Gender is more cultural whereas sex is more biological.	Gender remains an important factor in politics.

		in the past.			
20 2	Which of the following claims is not true, according to social scientists?	Gender and ethnicity are both constructed categories.	Gender and ethnicity intersect with political party formation in precisely the same way.	One way to try to empower members of disadvantaged groups is through institutional design strategies like quota systems and reserved seats.	Gender and ethnicity have a complicated and varying relationship with the major strategies used to empower members of diverse groups.
20 3	What is the sociological definition of 'sex'?	A person's biological and anatomical attributes, two main categories, male and female	Whether a person considers themselves to be male or female	Genital intercourse, between any combination of gendered relations	The typical behaviours, norms and characteristics that society attributes to one gender or the other
20 4	What is the sociological definition of Gender?	Whether a person is anatomically and biologically male or female or intersex	Whether a person considers themselves to be male or female	The characteristics, behaviours and norms that society ascribes to a person of one sex or the other.	The behaviours and characteristics that are produced by a person that is anatomically male or anatomically female.

20 5	Which of these best describes the concept of hegemonic masculinity?	The inherent promotion of feminine characteristics in society.	Social dominance of men over women that results from the designation of 'masculine' characteristics as more valued than 'feminine' characteristics.	The acknowledgment that gender identity exists in many forms and is not binary.	The study of gender and of gender security issues is a complex task, and both terms elude a uniform definition.
20 6	How do biological differences affect the roles that men and women must perform for the state?	Biology determines the female body as weak, ensuring that men continue to dominate state security apparatus in order to protect them. Women are aware of practical biological differences, and by accepting them they allow men to act as their protectors and care-givers. In return, women must act as protectors and care-givers to those less capable than themselves, their children, infants, the elderly, and the infirm	The most intimate of human activities for women are more important than the demands of the political and religious male dominated elite. Biology determines, and woman's intimate choice exerts, that the considerable responsibility of reproducing a state's population becomes the duty of women alone.	Indiscriminate warfare is gender neutral and in contemporary conflicts there is no gender difference in levels of risk or duty. Men are just as likely to become victims of mass rape (as in the Democratic Republic of Congo or Balkans conflict) as women, and women are equally likely to be conscripted or coerced into military service.	Gender roles are a social construct; the values that we attribute to masculinity or femininity, such as strength or care-giving, are the product of shared social ideals rather than innate biological properties. Men and women are equally able to care effectively for children or to conduct violent and aggressive behaviour. However, social constructs of gender roles are pervasive, and women are likely to be victims of gender-

					based violence in conflict whilst men are more likely to be involved as perpetrators of violence.
207	_____ is the adoption of the culture of one group by another group.	Acculturation	Xenocentrism	Ethnocentrism	Pop Culture
208	The _____ has given voice to many alternative & marginalised narratives including that of women.	Political power	Feminism	Internet	Traditional media
209	_____ for a long time has been a tool in promoting the stereotypes of gender roles & tends to show them as being natural.	Television	Radio	Hoardings	Newspaper
210	Women are _____, which falsely implies that men are the cultural standard and women are unimportant or invisible.	represented	underrepresented	misrepresented	over represented
211	_____ in society means how we're expected to act, speak, dress, groom, and conduct ourselves based upon our	Gender stereotypes	Gender inequality	Gender equality	Gender roles

	assigned sex.				
21 2	_____ about gender can cause unequal and unfair treatment because of a person's gender.	Understanding	Characteristics	Stereotypes	Hegemony
21 3	some people expect that women will take care of the children, cook, and clean the home, while men take care of finances, work on the car, and do the home repairs is an example of:	Domestic behaviour	personality trait	Occupation	Physical appearance
21 4	The lack of _____ in the media reveals that it is the failure on the part of the media to eliminate gender based stereotyping which is rampant in public & private local, national and international media organization.	gender discrimination	gender sensitivity	gender socialisation	Empowerment
21 5	Now a days, _____ is playing a significant role in stressing the role and importance of gender equality	corporates	politics	people	media
21 6	The _____ through its new policies is playing a significant role in enhancing & empowering women to greater extent in all spheres of life.	communicators	media	Government	Ethnic community
21 7	The concept of hegemonic masculinity has been used in gender studies since the early-_____ to explain men's power over women.	1940s	1980s	1990s	1950s
21 8	_____ concept of hegemonic masculinity which was conceived 2 and half decades ago serves as an analytical instrument to identify those attitudes and practices among men that perpetuate gender inequality, involving both men's domination over women and the power of some men over other (often minority groups of) men.	Raewyn Connell's	Max Weber's	Émile Durkheim's	Karl Marx's

219	Some studies reveal that the structural and institutional obstacles women face in _____ are compounded by the lower levels of media coverage of women candidates and their proposals.	Gender Equality	Feminism	industrialization	political competition
220	_____ is the process in which people, ideas and goods spread throughout the world spurring more interaction and integration between world's culture, govt and economies	Globalisation	National	Regional	Local
221	Global media system is considered as a form of _____	social imperialism	cultural imperialism	local imperialism	religion imperialism
222	_____ companies have ambition of global market domination and serve as the messenger of a new global era	Media	Manufacturer	Producer	Advertiser
223	The transnational news services with a global or regional reach like _____ have come to be regarded as the town criers of the global village	CNN	Sony	DD	Colours
224	_____ is an over-concentration of mass media from larger nations that is seen as negatively affecting smaller nations	social imperialism	Media imperialism	Religion imperialism	cultural imperialism
225	The term _____ culture is used to characterize the experience of everyday life in specific, identifiable localities	international	regional	local	national
226	_____ is good example of trading coffee and avocado	variation	exchange of commodity	transportation	Cultural globalisation
227	Post modern condition is characterized by _____ that arises from inexpensive air travel and the ever-present use of telephones, fax, e-mail, and social media.	Cultural globalisation	time-space compression	local culture	regional culture
228	_____ has become icon of globalisation broadcasting its U.S.-style news programming around the world, 24 hours a day.	BBC	Star News	CNN	DD

229	Time-space compression is a concept developed by	Mcluhan	David Harvey	Arjun Appadurai	Annabella S Mohammadi
230	_____ sees globalisation as a fluid and dynamic phenomenon tied to worldwide migrations and the dissemination of images and text via electronic media	Annabella S Mohammadi	Arjun Appadurai	Mcluhan	David Harvey
231	_____ notes that in age of globalisation, National and traditional cultures intersected with global culture but has their distinctive mediations and forms	Martin Barbero	Mcluhan	Annabella S Mohammadi	Arjun Appadurai
232	_____ is forming a homogeneous global culture where indigenous culture are replaced by Western culture	global culture	traditional culture	global consumer	national culture
233	Globalisation cannot be interpreted as creation of a _____ an opportunity for various culture to interact on global scale	global consumer	national culture	traditional culture	global culture
234	_____ is the manifestation of an individual 's or a group's attempt to regain its identity	Localisation	Transnational	Nationalism	Regionalism
235	_____ has become a source for promoting ,projecting and supporting the process of providing information	E mails	Radio	Television	Press media
236	_____ reflects the culture and the tradition of the area to a large extent for listeners	Music	Press media	Social media	Television
237	The free flow of information ,speedy progress in the field of technology,transportation and communication has converted this world into a _____	international connection	global village	Nationalism	traditional culture
238	_____ culture is a system in which consumption ,a set of behavior found in all time and place is dominated by the consumption of commercial products	Commercial culture	Globalisation	Consumer culture	Consumer behavior
239	_____ culture refers to culture shaped by the emergence and use of digital technologies	Technology	Television	Collaborative art	Digital

240	_____ refers to the virtual computer world	Magentic	Cyberspace	Digital	Electronic
241	_____ is called as 'digital feudalism	Digital	Electronic	Magentic	Cyberspace
242	_____ is a way of choosing how to present oneself as a personality in cyberspace	Online verification	Personality	Personal identity online	Identity
243	_____ refers to people specifically those who move from one place to another	Technoscape s	Ethnoscap es	Ethnic	Mediascap es
244	_____ refers to the different forms of capital and the movement of such capital across the world for various purposes	Ethnoscap es	Technoscap es	Ideoscape	Financescap e
245	The process of _____ are happening in reaction to homogenisation	Localisation	Fragmentation	Glocalisatio n	Hetergenous
246	_____ means the creation of products or services for the global market by adopting them to local cultures	Glocalisation	homogenisatio n	Localisation	Fragmentati on
247	The _____ has given voice to many alternative and marginallised narratives invlusing that of women.	Internet	Masculinity	Television	print
248	_____ can be defined as a socially constructed role embodiewd by men.	Internet	Masculinity	Television	third gender
249	_____ for a long time has been a tool in promoting the streotypes of gender roles and tends to show the, as being natural.	Internet	Masculinity	Television	history
250	_____ believes in this embedded socia; streotypes and explores it deeper in her esaay " The Smurfette Principle".	Internet	Masculinity	Television	Katha Pollitt
251	The third objecve of the United Nations _____ " Promotion gender equality and women empowerment"	Masculinity	Television	Katha Pollitt	Millenium Developmen t Goals

25 2	The portrayal of women in children's media is a major contributor to gender stereotypes because _____	it embeds a foundational misconception of gender identity during a young age.	Television	it does not teach feminine qualities	it projects women well
25 3	Who states this "media portrays the message that " boys are central, girls are peripheral"	Sulamith Firestone	Katha Pollitt	Mary John	none
25 4	What is gender?	refers to a set of biological attributes in humans and animals. It is primarily associated with physical and physiological features including chromosomes, gene expression, hormone levels and function, and reproductive/sexual anatomy.	refers to the socially constructed roles, behaviours, expressions and identities of girls, women, boys, men, and gender diverse people. It influences how people perceive themselves and each other, how they act and interact, and the distribution of power and resources in society.	it is gender identities, they are shaped by socio-cultural processes, not biology (and should not be essentialized). It is plural and dynamic; they change with culture and with individuals.	means that all genders are free to pursue whatever career, lifestyle choice, and abilities they want without discrimination. Their rights, opportunities, and access to society are not different based on their gender.
25 5	What is masculinity?	it is gender identities, they are shaped by socio-cultural processes, not biology (and should not be essentialized) . It is plural and dynamic; they change with culture and with individuals.	refers to a set of biological attributes in humans and animals. It is primarily associated with physical and physiological features including chromosomes, gene expression, hormone levels and function, and reproductive/se	refers to the socially constructed roles, behaviours, expressions and identities of girls, women, boys, men, and gender diverse people. It influences how people perceive themselves	means that all genders are free to pursue whatever career, lifestyle choice, and abilities they want without discrimination. Their rights, opportunities, and access to society are not

			xual anatomy.	and each other, how they act and interact, and the distribution of power and resources in society.	different based on their gender.
25 6	What is Gender equality?	means that all genders are free to pursue whatever career, lifestyle choice, and abilities they want without discrimination. Their rights, opportunities, and access to society are not different based on their gender.	refers to a set of biological attributes in humans and animals. It is primarily associated with physical and physiological features including chromosomes, gene expression, hormone levels and function, and reproductive/sexual anatomy.	refers to the socially constructed roles, behaviours, expressions and identities of girls, women, boys, men, and gender diverse people. It influences how people perceive themselves and each other, how they act and interact, and the distribution of power and resources in society.	it is gender identities, they are shaped by socio-cultural processes, not biology (and should not be essentialized). It is plural and dynamic; they change with culture and with individuals.
25 7	What is Gender stereotypes?	That genders are different and operate differently and	is in binary	is the same quality and characteristics among different genders.	are the beliefs that people have about the characteristics of males

					and females.
258	What is the meaning of the term "Potrayal"?	description of soemone opr something in litarature or cinema	painting of someone of something	depiction of someone or something in work of literature or media	none
259	What is emphasizes feminity?	means that all genders are free to pursue whatever career, lifestyle choice, and abilities they want without discriminatio n. Their rights, opportunities , and access to society are not different based on their gender.	is the idea that women must conform to the needs and desires of men. It establishes the idea that the ultimate reason for a woman's survival is to provide man with sexual validation, carry his babies and serve his household.	depiction of someone or something in work of literature or media	emphasis on women's empowerme nt
260	What is hegemonic masculinity?	is defined as a practice that legitimizes men's dominant position in society and justifies the subordinatio n of the common male population and women, and other marginalized ways of being a man.	is the idea that women must conform to the needs and desires of men. It establishes the idea that the ultimate reason for a woman's survival is to provide man with sexual validation, carry his babies and serve his household.	depiction of someone or something in work of literature or media	emphasis on women's empowerme nt

26 1	empowerment of women means equipping them to be economically independent, self-reliant, in addition to providing positive self esteem to face any difficult situation.	Leela Dube	Kamla Bhasin	Mary John	Dhurba Hazarika
26 2	This is a statutory body that seeks to monitor and study matters related to constitutional and legal safeguards provided to women, review existing legislation, and suggest amendments. There is a need for the government to come up with special provision for women in legal as well as social aspects. Which body is this?	National Commission for women.	National Institute of Public Cooperation and Child Development	Central Adoption Resource Agency	Rashtriya Mahila Kosh
26 3	Celica Benoit is the author of Women, Work and Social Rights states that	gender empowerment	gendered stereotypes have made it more difficult for women to be taken seriously within the workplace, adding that male colleagues to be more	gender division is based on role difference	none
26 4	_____ perceives gender identity to be constructed within the early stages of childhood. It is through mass media messages that showcase masculine and feminine roles as the "norm" for society.	Lawrence Koh	Sulamith Firestone	Katha Pollitt	Mary John
26 5	The reservation of _____ percent seats for women in local self government is mandatory	33	50	20	1
26 6	_____ are generalizations about the personal attributes or characteristics of a group of people	archetypes	phenotypes	Stereotypes	prototype

267	_____ is made up of some specific patterned ways in which power is legitimately used in a society for regulating behaviour.	The political system	The Geographical system	The Historical system	The Environmental system
268	_____ is a hierarchical and centralised form of political organisation.	District	Tehsil	Taluka	State
269	_____ which has legal monopoly over the use of force.	Central Government	Local Government	State Government	Municipality
270	_____ forms the basis of the political system in India.	The parliament	The Lok Sabha	The Indian Constitution	The Rajya Sabha
271	A _____ Society is the one in which the spirit of equality and fraternity prevails.	Democratic society	Rural society	Urban Society	Metropolitan society
272	_____ means immense value is placed on wealth and material prosperity.	Communalism	Casteism	Religionism	Capitalism
273	Indian economy is based upon both, the _____ as well as _____.	Industrial & Agriculture	Rural & Urban	Global & Local	State & Nation
274	_____ is closing the difference between domestic market and foreign market.	Horticulture Economy	Global Economy	Agriculture Economy	Fishing Economy
275	_____ is a set of attitude, beliefs and practices pertaining to glorification of the supernatural power.	Religion	Singing	Dancing	Painting
276	_____ means having faith in only one God.	Monotheistic	Polytheistic	Communist	Communalist
277	_____ refers to the patterned series of interrelations which exist among individuals, groups and institutions, and forms a cohesive whole.	Political system	Religious system	Caste system	Social system
278	_____ is the collection of techniques of methods which are used in the production of goods & services.	Sociology	Biology	Technology	Physiology
279	_____ is process by which the principles of the fast food restaurants are slowly dominating more and more sectors of the American society as well as rest of the world.	McDonaldization of society	Urbanization of society	Industrialization of society	Materialization of society

280	_____ is the act of taking something in original form and commercializing or mass producing it into an object of trade and capital.	Commodification of culture	Commodification of consumer	Commodification of Material	Commodification of Human
281	_____ takes place when media highlight only certain elements of a particular culture out of context and show them from negative point of view.	Distortion of culture	Celebration of culture	Cohibition of culture	Coercion of culture
282	_____ is the framework of connections which can create a unity of two or more different or distinct elements, under certain conditions.	Urbanisation	Counter connection	Articulation	Participation
283	_____ is an element such as videos, texts and photos that are found to be humorous and passed from person to person from mutual enjoyment.	An internet meme	internet advertising	mails	mobile messages
284	Efficiency, Calculability, Uniformity and Predictability are guiding principles of _____	McDonald's	Stuart Hall's	John Fiske's	Raymond William's
285	_____ Culture includes media objects, entertainment, leisure, fashion, trends and linguistic conventions among other things.	Rural culture	Ancient culture	Tribal culture	Popular Culture
286	_____ has come up due to usage of computer networks for the purpose of business, entertainment and communication.	Cyber Culture	Hippy Culture	Religious culture	Tribal culture
287	The theory of _____ was introduced in the 1966 book The Social Construction of Reality	realism	social constructionism	individualism	mass psychology
288	The theory of social constructionism states that _____ are socially created	meaning and knowledge	arts and crafts	moral and values	logics and reasoning
289	Thus, _____ constrains what we can express as well as our perceptions of what we experience and what we know.	Emojis	language	posters	visuals

290	In Cultural Studies, representation is a key concept and denotes a language in which all objects and relationships get defined, a language related to issues of class, power and ideology, and situated within the context of “_____”.	Politics	Hegemony	discourse	Silence
291	The term _____ was first introduced by Theodor W. Adorno and Max Horkheimer in the Dialectic of Enlightenment 1947.	Media Industry	Cultural Industry	Cultural Shock	Division of labour
292	A simplified example which can help explain culture _____ is TV lifestyles	Industry	Mix	Isolation	Groupism
293	Social constructionists believe that _____ arises out of human relationships.	Knowledge	Rules	Freedom	Restriction
294	_____ abides by specific rules, and these rules of language shape how we understand the world.	Words	Communication	Language	Text
295	socially constructed ideas then create social _____	reality	Farce	Pseudo	Communication
296	_____ is often placed in contrast with biological determinism.	Psychology	Mindset	Belief	Social Constructinism
297	Social constructionism is also criticized on grounds of _____	relativism	Globalization	idealism	groupism
298	a _____ is an over-generalized belief about a particular category of people.	perspective	stereotype	trend	point of view
299	A _____ is an attitude that something is the case, or that some proposition about the world is true	target	thinking	belief	technique
300	_____, the dominance of one group over another, supported by legitimating norms and ideas	Capitalism	Power	Opinion	Hegemony
301	_____ is the state policy, practice, or advocacy of extending power and dominion, especially by direct territorial acquisition or by gaining political and economic control of other territories and peoples.	Imperialism	King	Power	Individualism

30 2	_____ is a key concept in studies of cultural change in colonial conditions. Most typically, it refers to a mode of cultural transformation undertaken by people from different cultural groups who converge in a colonial territory to which they have not previously belonged.	Education	Creolization	Reputation	Imperialism
30 3	_____, a form of social or political philosophy in which practical elements are as prominent as theoretical ones. It is a system of ideas that aspires both to explain the world and to change it.	Identity	Set of Belief	Ideology	Demo
30 4	_____ refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving.	Society	Relations	Mind	Culture
30 5	_____ is the belief that one's own culture is superior to that of other cultures.	Social discrimination	Demographics	Ethnocentrism	Ecology
30 6	_____ refers to how the world is socially constructed and represented by to us by our self in meaningful ways.	Materialism	Articulation	Representation	Mass culture
30 7	_____ involves the use of language, signs, and images which stand for or represent things.	Materialism	Articulation	Representation	Mass culture
30 8	_____ refers to expressing/ representing as well as 'putting together'.	Non-reductionism	Cyber culture	Articulation	Mass culture
30 9	_____ is the framework of connections which can create a unity of two or more different or distinct elements.	Articulation	Cyber culture	Representation	Popular culture

310	What describes the capacity of imposing one's will on others?	Cyber culture	Articulation	Power	Popular culture
311	_____ is generally recognized by members of a society as a set of the practices, beliefs, and objects that are dominant or prevalent in a society at a given point in time.	Cyber culture	Articulation	Power	Popular culture
312	Reading newspapers, watching films, reading books and having fast food is an example of _____	Popular culture	Cyber culture	Articulation	Power
313	The basic factor in _____ system is the regulation of access to natural resources.	Economic	Religious	Educational	Political
314	_____ is a set of attitudes, beliefs, and practices pertaining to glorification of the supernatural power	Religion	Economic	Educational	Political
315	_____ refers to the patterned series of interrelationship which exist among individuals, groups, and institutions, and forms a cohesive whole.	Religious system	Educational system	Political system	Social system
316	The collection of techniques and methods which are used in the production of goods and services, or for achieving objectives like scientific investigation is called as?	Technology	Religion	Politics	Education
317	_____ is a process by which the principles of the fast food restaurants are slowly dominating more and more sectors of the American society as well as rest of the world.	Mcdonaldization	Globalisation	Privatization	Liberalisation
318	_____ is characterised by Mass production, Mass-distributed	High culture	Popular culture	Low culture	Folk culture
319	This refers to a culture which has come up due to usage of computernetworksk for the purpose of business,	High culture	Popular culture	Low culture	Cyber culture

	entertainment and communication.				
320	_____ is a complex whole including beliefs, art, religion values, norms values knowledge and other capabilities are acquired by man	Culture	Beliefs	System	Cultural relativism
321	_____ is the adoption of culture of one group by another	Cultural relativism	Acculturation	Ethno centrism	Enculturation
322	Richard Dawkins described the idea of '_____' in his book , 'the Selfish Gene' in 1976	Popular Culture	Hermeneutics	Meme	Cultural relativism
323	_____ can be defined as an element of a culture or system of behaviour passed from one individual to another by imitation or other non-genetic means.	Hermeneutics	Popular Culture	Cultural relativism	Meme
324	_____ refers to a societal pattern in which stereotypically male traits are idealized as the masculine cultural ideal, explaining how and why men maintain dominant social roles over women and other groups are considered to be feminine	Hegemonic masculinity	Cultural relativism	Ethno centrism	Enculturation
325	_____ is a theory based upon an over-concentration of mass media from larger nations as a significant variable in negatively affecting smaller nations, in which the national identity of smaller nations is lessened or lost due to media homogeneity inherent in mass media from the larger countries.	Media imperialism	Cultural relativism	Ethno centrism	Enculturation
326	It is a practise of viewing and judging someone else's culture based on their own value systems and beliefs.	Cultural relativism	Ethno centrism	Enculturation	Acculturation

327	It is the process by which an individual can learn a culture that they are surrounded by. It enables one to function as a member of the society and one learns moral values, behaviours, rituals etc. It also help unify people to create functionals societites	Acculturation	Ethno centrism	Enculturation	Cultural relativism
328	It refers to the idea that the values, knowledge and behaviour of perople must be understood within their own cultural context.	Cultural relativism	Ethno centrism	Enculturation	Media imperialism
329	It is a practise of viewing one's culture at the center of everything , and all other cultures are scaled and rated with reference to it.	Cultural relativism	Ethno centrism	Enculturation	Acculturation
330	_____ is the theory and methodology of interpretation, especially the interpretation of biblical texts, wisdom literature, and philosophical texts.	Popular Culture	Memes	Cultural relativism	Hermeneutics
331	Acording to which theorist in his thesis 'Risk Society., are risks integral part of technoculture	Rosalind Coward	Edward Tylor	Ulrich Beck	Stuart Hall
332	The options given specify the features of culture.Which of these statements is incorrect?	Culture does not have the ability to innovate	Culture is acquired	Culture is learnt	Culture gives the person a sense of belongingness
333	The options given specify the features of culture.Which of these statements is incorrect?	Culture is patterned.	Culture can be learnt through the process of socialisation	Culture cannot be institutionalized.	Culture is acquired
334	Who described the idea of 'memes' in his book , 'the Selfish Gene' in 1976	Rosalind Coward	Edward Tylor	Ulrich Beck	Richard Dawkins
335	_____ is a framework of connections which can create a unity of two or more different or distinct elements, under certain conditions.	Articulation	Representation	Distortion of culture	Commodification
336	_____ is the capacity of imposing one's will on others.	Articulation	Power	Hermeneutics	Commodification

337	_____ is the culture which has been formed with the usage of computer networks for the purpose of business, entertainment and communication	Cyber culture	Articulation	Media imperialism	Hermeneutics
338	_____ is a coercive force subordinating one group of people over another and works to hold social groups together	Articulation	Distortion of culture	Power	Institution
339	_____ is a personal disorientation which a person may feel while experiencing an unfamiliar way of life.	Ethnocentrism	Representation	Cultural relativism	Cultural Shock
340	_____ is the "simultaneous occurrence of both universalizing and particularizing tendencies in contemporary social, political, and economic systems."	Globalisation	Glocalization	Localisation	Commodification
341	Culture is everything which is _____ shared and learned by the members of a society".	Socially	Mutually	Critically	Locally
342	A social process by which a new immigrant groups become part of the habitant group	Enculturation	Cultural Relativism	Ethnocentrism	Acculturation
343	_____ is a powerful means of spreading culture, determining and controlling thoughts and actions of people, to a very great extent in society	Mass Culture	Institutions	Mass Media	Constitution
344	Techno culture and Risk this theory was coined by	John Fiske	Ulrich Beck	Stuart Hall	John Hartley
345	People learn and accept their home culture as natural, but when they encounter foreign cultures, they may experience	Cultural Relativism	Enculturation	Deculturation	Cultural Shock
346	Through _____, we can study and analyze the meaning of cultural artifacts.	Culture and Industry	Circuit of Culture	Feminism	Techno culture and Risk
347	Mixed economy is a combination of _____ and free economy.	Command Economy	Market Economy	Traditional Economy	Planned Economy
348	Applying scientific knowledge to find answers and fix problems	Political System	Economic System	Technological System	Social System

349	Process that tends to be more focused with getting profits rather than enriching human experience or feelings	Distortion	Articulation	Dramatization	Commodification
350	An activity, idea, catch phrase or piece of media which circulates mostly for the purpose of fun or some kind of mimicry.	Ideology	Memes	Representation	Media values
351	Culture which has come up due to computer networks for the purpose of business, entertainment and communication.	Popular Culture	Traditional Culture	Cyber Culture	Consumer Culture
352	_____ and the culture industry are merging technically no less than economically by Adorno and Horkheimer	Advertising	Personal Selling	Direct Marketing	Publicity
353	Women are portrayed as dominant and _____ personalities who are ready to face the society effectively.	Dependent	Submissive	Independent	Idealistic
354	_____ is measured by looking at the representation of men and of women in a range of roles	Gender bias	Gender Inequality	Gender Disparity	Gender Equality
355	It is defined as a practice that represents and legitimizes male domination over women in society in all aspects of life	Social Inequality	Hegemonic Masculinity	Power Inequality	Gender Socialization
356	Refers to the processes which are responsible for intensifying worldwide social relations and interdependence.	Localization	Fragmentation	Globalization	Digitalization
357	☑The theory of free flow is on the lines of liberal and free market ideas, which focused on the communication and media technologies being available to all .	Free flow of Information	Dependency Theory	Political - Economy Theory	Cultural Imperialism Theory
358	Culture that is related to economic as well as symbolic parts of product use and its circulation along with representation.	Cyber Culture	Media Culture	Popular Culture	Consumer Culture
359	Refers to the virtual space of interaction formed by the global network of computers that constitute the Internet	Internal Network	Cyber Space	Private Network	Corporate Network

360	Mixture of globalization and localization	Homogenization	Creolization	Glocalization	Heterogenization
361	_____ images and roles regarding men and women get reflected in the way the relationships between genders are presented in the society.	Media stereotype	Media assumption	Media concept	Media content