

M.A. 3rd Semester Examination, 2023

SOCIOLOGY

PAPER — SOC-304 (CBCS) (Old)

Full Marks : 50

Time : 2 hours

The figures in the right hand margin indicate marks

*Candidates are required to give their answers in
their own words as far as practicable*

Answer any **four** questions :

2 × 4

1. What do you mean by mass media ?
2. Give two example of broadcast media.
3. What do you mean by an active audience?

4. What do you mean by media ideology?
5. Define semiotics.
6. State the difference between encoding and decoding.
7. Name two theorists of Frankfurt school.

Answer any **four** questions :

4 × 4

8. Define sign with suitable example.
9. Make a distinction between mass media and mass society.
10. What do you mean by globalization of media?
11. Write a brief note on hegemony.
12. Write a short note on the major argument of Frankfurt school.
13. Write a short note on the use of semiotics.

Answer any **two** questions :

8×2

14. Discuss the global patterns of media ownership.
15. Examine the variety of effects of media globalization.
16. Discuss semiotics to analyse media text.
17. Analysis the different models of active audience theory.

[Internal Assessment — 10 Marks]
