

M.A. 3rd Semester Examination, 2023

SOCIOLOGY

PAPER — SOC-304(CBCS)

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 two of the following : 10 × 2

- 1. Elaborately discuss various models of active audience theory.**
- 2. Define mass media. How is media ideology formed ? 4 + 6**
- 3. Critically discuss the impact of internet on society.**

4. Discuss the patterns of global media ownership and control.

Answer any **four** of the following : 5×4

5. Write a short note on mass society.
6. What do you mean by semiotics ? Define sign. $3 + 2$
7. Distinguish between genre analysis and discourse analysis.
8. What do you mean by culture industry ?
9. Examine the effects of globalization on mass media.
10. Write a short note on the different types of mass media.

[Internal Assessment — 10 Marks]
