

2025

**M. A. 3rd Semester Examination**

**SOCIOLOGY**

**Paper : SOC - 304**

**(Old Syllabus)**

**(Sociology of Media)**

**Full Marks : 50**

**Time : Two Hours**

*The figures in the margin indicate full marks.*

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

**Group - A**

**Answer any *four* questions :                      2×4=8**

1. Mention the name of two broadcast media.
2. Mention one theoretical approach of ideology.
3. Define sign.
4. Define hegemony.
5. Define media conglomerates with example.
6. Mention two thinkers of Frankfurt School.

**Group - B**

**Answer any *four* questions :                      4×4=16**

7. Write a short note on the impact of information technology on society.

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8. Write briefly on the new trends of media ownership in India.
9. Write a short note on mass society.
10. What is dominant media ideology?
11. Write the role of censorship for social media.
12. Write briefly on cultural industry.

**Group - C**

Answer any *two* questions :                      8×2=16

13. Discuss the active audience approach of media and society.
14. Analyse the evolution and growth of information technology in the context of mass media.
15. Critically analyse the impact of globalization on social media in India.
16. Discuss the role of semiotic approach in understanding the media texts.

**Internal Assessment : 10 marks**

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