

NEW

2017

M.A.

3rd Semester Examination

SOCIOLOGY

PAPER—SOC-304

Full Marks : 50

Time : 2 Hours

The figures in the right-hand margin indicate full marks.

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

Illustrate the answers wherever necessary.

1. Answer any *two* of the following questions: 2×10
- (a) What is mass media? Write down its functions and impact on society.
 - (b) Discuss Active audience approach on media and society.

(Turn Over)

- (c) Explain the ways by which information technology has revolutionised the e-commerce.
- (d) Discuss the global pattern of media ownership.

2. Answer any *four* of the following questions : 4×5

- (a) Write a short note on different types of media.
- (b) What do you mean by media hegemony?
- (c) What is virtual learning?
- (d) Write a short note on regulation on infringing privacy.
- (e) What do you mean by globalization of media?
- (f) What is the relevance of semiotics in the construction of Media text?

[Internal Assessment : 10 Marks]
