

MA 3rd Semester Examination, 2019

SOCIOLOGY

PAPER —SOC-304

Full Marks : 40

Time : 2 hours

Answer all questions

The figures in the right-hand margin indicate marks

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

Illustrate the answers wherever necessary

[OLD SYLLABUS]

1. Answer any *two* of the following questions : 10 × 2

(a) What do you understand by mass media ?

Elaborate its roles and functions. 3 + 7

- (b) Discuss the role of semiotic analysis in the construction of meaning in media text. 10
- (c) Critically discuss role of ICT (Information Computer Technology) in Education. 10
- (d) Discuss the pattern of media ownership in India. 10

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

- (a) What is media hegemony ?
- (b) Define mass society.
- (c) Write a short note on critical discourse analysis.
- (d) Discuss briefly about one of the media analysis tool.
- (e) What do you mean by editorial independence ?
- (f) How do we measure globalization ?

[*Internal Assessment* : 10 Marks]
