

M.A 3rd Semester Examination, 2019

SOCIOLOGY

PAPER – SOC-304(CBCS)

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

[NEW SYLLABUS]

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

(a) What is electronic media ?

(b) How can the mass media cause social exclusion ?

- (c) What do you mean by sign ?
- (d) Differentiate between connotation and denotation.
- (e) What is cyber security ?
- (f) What is E-commerce ?
- (g) What do you mean by "paid news" ?
- (h) What role did Rupert Murdoch play in the media business ?

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

- (a) Briefly discuss the approach of the Frankfurt school to analysis of the media.
- (b) Define the concept of media ideology.
- (c) Write a short note on critical discourse analysis.
- (d) Discuss briefly about one of the media analysis tool.
- (e) Write a brief note on Information and computer technology (ICT).

- (f) Write a brief note on e-learning and teaching.
- (g) What do you mean by editorial independence ?
- (h) How do we measure globalisation ?

3. Answer any *two* questions out of the following :

8 × 2

- (a) Elucidate the active audience approach to the study of media and society.
- (b) Discuss the role of semiotic analysis in the construction of meaning in media texts.
- (c) Critically discuss how Information technology has changed our lifestyle.
- (d) Discuss the pattern of media ownership in India.

[*Internal Assessment*—10 Marks]