

M.A. 3rd Semester Examination, 2022

SOCIOLOGY

PAPER – SOC-304(CBCS)

Full Marks : 50

Time : 2 hours

The figures in the right hand margin indicate marks

A. Answer any *four* questions : 2 × 4

1. What are the different types of media ownership ?
2. What is censorship ?
3. What do you mean by media ideology ?
4. Define discourse.
5. State the difference between encoding and decoding.

(Turn Over)

6. Name two theorists of Frankfurt school.

B. Answer any *four* questions :

4 × 4

7. Define signified and signifier with suitable example.

8. Make a distinction between mass media and new media.

9. What do you mean by globalization of media ?

10. Write a brief note on hegemony.

11. What are different types of mass media ?

12. Write a short note on semiotics.

C. Answer any *two* questions :

8 × 2

13. Discuss the global pattern of media ownership.

14. Examine the variety of effects on media globalization.
15. Discuss critical discourse theory to analyse media text.
16. Analysis the argument of Frankfurt school on mass media.

[*Internal Assessment* – 10 Marks]