

**2017**

( 6th Semester )

**SOCIOLOGY**

( Honours )

Paper No. : Soc-605

**( Sociology of Culture and Mass Media )**

*Full Marks : 70*

*Pass Marks : 45%*

*Time : 3 hours*

*The figures in the margin indicate full marks  
for the questions*

1. What are sociology of culture and mass media? Explain. 14

*Or*

What are various agencies of mass communication? 14

2. Discuss the role of popular culture that permeates the everyday lives of the society. 14

*Or*

Discuss the impact of mass culture and mention its merits and demerits in bringing about change in the society. 7+7=14

**L7/458**

*( Turn Over )*

( 2 )

3. What is the meaning of print media? Discuss its advantages and disadvantages. 4+5+5=14

*Or*

Explain different types of electronic media. How does it affect the society? 7+7=14

4. What are cyber crimes? Explain the preventive measures to cyber crimes. 7+7=14

*Or*

Discuss the impact of mass media on indigenous culture. 14

5. Examine the impact of social media on fashion industry. 14

*Or*

“Media are in the business of delivering audiences to advertisers.” What are the benefits and drawbacks of social networking? 7+7=14

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