

2019

(6th Semester)

SOCIOLOGY

(Honours)

Paper : 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 is mass media? Explain the different types of mass media. 4+10=14

Or

Critically examine the agencies of mass communication. 14

2. Discuss the role of popular culture on the society. 14

Or

Explain the conceptual understanding of folk culture on the society.

3. What do you mean by print media? Discuss the changes brought by print media in the context of communication. 4+10=14

Or

Explain the role of electronic media for effective communication. 14

4. What is cyber crime? Explain the measures to combat cyber crimes. 4+10=14

Or

Discuss the impact of social media on the indigenous culture. 14

5. Elaborate on the impact of mass media on fashion industry. 14

Or

Discuss the positive and negative impacts of social networking sites on the society. 7+7=14

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