

2023

(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 do you understand by the term mass media? Explain the types of mass media.

4+10=14

Or

How does mass media affect the society?
Explain the agencies of mass communication.

4+10=14

2. Write a note on the significance and the commercialisation of folk culture in the contemporary society.

14

L23/668

(Turn Over)

(2)

Or

What is popular culture? Discuss the impact of popular culture in society with examples.

4+10=14

3. Elucidate the relevance and importance of print media. Highlight the challenges the print media is facing in the current digital world.

7+7=14

Or

What is electronic media? Critically analyze the advantages and disadvantages of electronic media.

4+10=14

4. What is cyber crime? Explain the major forms of cyber crimes.

4+10=14

Or

Critically examine the effects of mass media on indigenous culture.

14

5. What do you understand by global culture? Explain the impact of global culture in society.

4+10=14

Or

How does social media affect culture? Explain the importance and significance of social networking.

5+9=14
