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(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. Which mass media has the widest reach in the 21st Century? Explain in detail the impact of mass media. 4+10=14

Or

What is mass communication? Understand how mass communication affect culture.

4+10=14

2. Justify how popular culture is infiltrating into folk culture and limiting its impact on people. 14

Or

What is the difference between mass culture and popular culture? Explain how mass culture is produced. 5+9=14

3. Why is electronic media faster than print media? What are the various advantages of print media? 7+7=14

Or

“Print media is more trustworthy than electronic media.” Justify. 14

4. Which law was introduced in India to deal with cyber crime? Highlight some of the most common cyber crimes. 4+10=14

Or

Critically analyze how technology has impacted indigenous society. 14

5. What impact has social media on fashion? How has fashion blogging impacted the consumers? 7+7=14

Or

What is global culture in globalization? Highlight some examples of global culture. 7+7=14

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