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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. What do you understand by the term 'culture'? Explain the types of culture. 4+10=14

Or

Define mass communication. What are the various agencies of mass communication?

4+10=14

2. Explain, with example, which culture has affected the society more—the folk culture or the popular culture. 14

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(Turn Over)

(2)

Or

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

3. Explain print media. Cite out the different forms of print media with examples. 14

Or

Discuss the different types of electronic media. How does it affect the society?

4. What do you understand by cyber crimes? Suggest preventive measures to cyber crimes. 4+10=14

Or

What is indigenous culture? Discuss the impact of mass media on indigenous culture. 14

5. What are the changes brought by mass media in the fashion industry? 14

Or

Discuss the benefits and drawbacks of social networking sites on the society.
