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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. Elaborate on the different types of mass media. 14

*Or*

Write on the various agencies of mass communication. 14

2. How has the mass culture impacted the society? 14

*Or*

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

3. Explain print media. Bring out the role of print media in development communication. 14

*Or*

Critically examine the role of electronic media. 14

4. Define cyber crimes. How is cyber crime affecting the modern society? 14

*Or*

What do you mean by indigenous culture? Critically examine the social media on the indigenous culture. 14

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

*Or*

Differentiate between global culture and social networking. 7+7=14

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