



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 3rd Semester Examination, 2021

SEC1-P1-SOCIOLOGY

SOCIOLOGY OF MEDIA

Time Allotted: 2 Hours

Full Marks: 60

The figure in the margin indicate full marks.

GROUP-A

Answer any two of the following

12×2 = 24

1. Define sociology of media. Discuss its scope and subject matter. 12
2. Discuss the Neo-Marxist perspective on media. 12
3. What is digital media? Discuss the importance of digital media in modern society. 12
4. Discuss the difference between old media and new media. What are the challenges of new media? 12

GROUP-B

Answer any four of the following

6×4 = 24

5. Briefly discuss the feminist perspective on media. 6
6. Discuss the importance of social media on youth. 6
7. Analyse the significance of media in democracy. 6
8. Discuss the interactionist approach to media study. 6
9. What do you mean by media representation? 6
10. Discuss the changing nature of audience reception in modern time. 6

GROUP-C

11. Define / explain any *four* of the following: 3×4 = 12
- (a) Social media 3
 - (b) Semiotics 3
 - (c) Popular culture 3
 - (d) Virtual community 3
 - (e) Print media 3
 - (f) Facebook. 3

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