



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 4th Semester Examination, 2022

SEC1-P2-SOCIOLOGY

VISUAL SOCIOLOGY

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any two of the following questions

12×2 = 24

1. Define Visual Sociology. Discuss the nature and scope of the Visual Sociology. 4+8
2. Explain the role of Photography in understanding of Visual Culture. 12
3. Briefly outline Michel Foucault's concept of Power and Knowledge. 12
4. Write a brief note on John Berger's idea of 'ways of seeing' in understanding of culture. 12

GROUP-B

Answer any four of the following questions

6×4 = 24

5. Explain the idea of visual culture. 6
6. Discuss the importance of Documentary Photography in Visual Sociology. 6
7. Write a brief note on 'discursive formation'. 6
8. Explain the effect of popular culture on modern day society. 6
9. Write a short note on adverse effects of Social Media among the youth. 6
10. Discuss the importance of Scopic regime in visuality. 6

GROUP-C

11. Define or explain any **four** of the following:

3×4 = 12

- (a) Simulacrum
- (b) Mass Media
- (c) Audience Reception
- (d) Advertisement
- (e) Photo Journalism
- (f) Visual Ethics.

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