



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
B.A. Honours 4th Semester Examination, 2023

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. What do you understand by visual sociology? Highlight the nature and scope of visual sociology. 4+8
2. Discuss Berger's idea of "Ways of Seeing" in understanding society. 12
3. Define visual culture. Discuss the role of visual culture in understanding social life. 4+8
4. Discuss the importance of documentary photography in visual sociology. 12

GROUP-B

Answer any *four* of the following questions

6×4 = 24

5. Explain Michel Foucault's concept of power and knowledge. 6
6. Discuss the importance of photojournalism in contemporary society. 6
7. Analyse photography as a method of investigation in sociology. 6
8. Critically analyse the impact of social media among youth. 6
9. What do you understand by discursive formation? 6
10. What do you mean by scopic regime? 6

GROUP-C

11. Define/Explain any *four* of the following:

3×4 = 12

- (a) Visual ethics
- (b) Poster design
- (c) Hyper-reality
- (d) Social media
- (e) Audience
- (f) Vision.

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