



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 3rd Semester Examination, 2022

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 questions

12×2 = 24

1. Define Sociology of Media. Outline its scope and subject matter. 12
2. Discuss the interactionist perspective on media. 12
3. How does media influence our social, economic and political lives? Elaborate. 12
4. What is media control? How does media control audience needs and activities in this digital age? 4+8

GROUP-B

Answer any *four* of the following questions

6×4 = 24

5. Differentiate between old and new media. 6
6. Highlight the importance of digital media in the contemporary society. 6
7. Explain briefly the neo-Marxist approach on media. 6
8. How has the nature of audience reception undergone a significant change in modern times? 6
9. Write a short note on the role of internet in social life. 6
10. Write a short note on changing nature of audience. 6

GROUP-C

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

3×4 = 12

- (a) Culture industry
- (b) Godi Media
- (c) Audience as a product
- (d) Semiotics
- (e) Social media
- (f) Intertextuality.

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