

**MASTER OF ARTS EXAMINATION, 2025**  
**2nd Year, 2nd Semester**  
**DEPARTMENT OF SOCIOLOGY**  
**Subject Code : SOC/PG/4.9**  
**SOCIOLOGY OF MASS COMMUNICATION**

**Time : Two Hours**

**Full Marks : 30**

Answer *either* in **English** or in **Bengali**

All questions carry equal marks

Answer **any two** from the following questions :

1. Critically examine the construction of a moral universe in popular films through narratives, character tropes and cinematic technique. How does mainstream cinema act as a site for the articulation of working class aspirations? 8+7=15
2. What is Baudrillard's central thesis in *The Gulf War Did Not Take Place*? Select a contemporary media event (e.g., a war, global crisis, political scandal, or viral phenomenon) and analyse it using Baudrillard's concepts of simulacra and hyperreality. 5+10=15
3. Critically evaluate GRWM reels through Roland Barthes' five narrative codes. Using Barthes' theoretical lens, explain how beauty and hygiene product advertisements produce cultural myths around gender, caste, beauty and purity. 7+8=15
4. In what ways does mass media function as a vehicle for the reproduction of dominant ideologies? How does new media present opportunities for activism and agency for greater digital mobilities. 7+8=15

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