

Ex/SOC/PG/4.9/2024

**MASTER OF ARTS EXAMINATION, 2024**

(2nd Year, 4th Semester)

**DEPARTMENT OF SOCIOLOGY**

**[ 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* questions:

2×15=30

1. Discuss the impact of mechanical reproduction of the work of art on society with reference to Walter Benjamin's essay 'The Work of Art in the Age of Mechanical Reproduction'. [CO1] 15
2. Mainstream film uses the dominant, socially established ideas of sexual difference between man and woman to influence film watching experience. Explain with reference to Laura Mulvey's essay, 'Visual Pleasure and Narrative Cinema'. [CO5] 15
3. We increasingly live in a digital society. Reflect using some major theoretical perspectives. [CO2] 15
4. Mention some factors contributing to the rise in the use of social media. With the help of case studies, explain how social media can mobilize collective action and help sustain social movements. [CO4] 5+10

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