

MA Examination 2022

2nd Year, 4th Semester

Department of Sociology

SOCIOLOGY OF MASS COMMUNICATION

Time: Two Hours

Full Marks: 30

Answer *any two* questions.
Answer *either* in English *or* in Bengali.
All questions carry equal marks.

Q1. How does the capitalist driven media industry repress the consciousness of the masses and deceive them? Explain using Adorno and Horkheimer's 'Culture Industry' argument. 15

Q2. "...film reflects, reveals and even plays on the straight, socially established interpretation of sexual difference which controls images, erotic ways of looking and spectacle." How, according to Laura Mulvey, does mainstream cinema enable 'visual pleasure' and erotic ways of looking? 15

Q3. Using case studies, analyse the role played by social media in organising collective action and mass mobilization that have helped sustain social movements. 15

Q4. Social life is configured through and with digital technologies as we increasingly reside in a digital society. Justify the statement. 15