

Ex/SOC/PG/4.9/2023

MASTER OF ARTS EXAMINATION, 2023

(2nd Year, 2nd 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.

1. Write a note on Theodor Adorno and Max Horkheimer's views on the role of the late capitalist media industry in society. 15
2. What is post feminism? What is the relationship between post feminism and popular culture? How does the post-feminist media landscape create a 'new gender regime'?
5+5+5=15
3. Discuss some of the major theoretical perspectives in understanding the sociology of digital society. 15
4. What is social media? What are the factors contributing to the growing use of social media? With the help of a case study, elucidate how social media can help mobilize collective action and sustain social movement.
3+4+8=15

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