



UNIVERSITY OF NORTH BENGAL
B.A. Honours 3rd Semester Examination, 2020

SEC1 (P1)-SOCIOLOGY

SOCIOLOGY OF MEDIA

Full Marks: 60

ASSIGNMENT

*The questions are of equal value
The figure in the margin indicate full marks.*

Answer any *three* questions from the following

20×3 = 60

Each answer should be limited to 1400 words

1. Define media. Discuss the various types of media and their significance. 20
2. Discuss the post-Marxist approach to media and examine how it is based on the fundamental premises of Marxism. 20
3. “Mass media can be both the boon and bane of democracy.” Elaborate this with reference to Indian context. 20
4. Media influence our social, political and economic lives on an everyday basis. Elaborate this idea with suitable illustrations from everyday experiences. 20
5. What is semiotics? Discuss how symbols act as message with suitable examples. 20
6. What is new media? Discuss how the nature and response of audience changed from old to new media. 20

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