

**BA SOCIOLOGY  
THIRD SEMESTER  
SOCIETY THROUGH THE VISUALS  
BSO-304**

**SET  
B**

[USE OMR SHEET FOR OBJECTIVE PART]

Full Marks: 70

Duration: 3 hrs.

**( Objective )**

Marks: 20

Time: 30 mins.

1×20=20

Choose the correct answer from the following:

1. Photography and Sociology has been written by.....
  - a. John Berger
  - b. Howard Becker
  - c. Erving Goffman
  - d. none
2. Ways of seeing has been written by.....
  - a. John Berger
  - b. Howard Becker
  - c. Erving Goffman
  - d. none
3. Who has written Pictorial turn...
  - a. John Berger
  - b. WJT Mitchel
  - c. Erving Goffman
  - d. none
4. One of the methodological strands in sociology that has employed visual data has been.....
  - a. ethnomethodology
  - b. functionalism
  - c. Symbolic interactionism
  - d. none
5. Which of the following are tools of visual sociology?
  - a. photo documentary, PEL, participatory video
  - b. photo documentary, PEL, participatory video, and photography
  - c. photo documentary, PEL, participatory video, photography and classical methods like surveys, interviews, and participant-observation
  - d. none
6. Which of the following can be useful in visual sociology?
  - a. Semiotics
  - b. Semiotics and content analysis
  - c. Semiotics, content analysis and thematic analysis
  - d. None of the above
7. The method that uses the camera and images to gather information from people, is known as
  - a. Photo elicitation
  - b. Photo voice
  - c. Both a and b
  - d. none
8. Visual sociology is concerned with
  - a. Visual sociology is concerned with visual dimension of social life.
  - b. Visual sociology aims to normalize the use of visual imagery as a valid and relevant type of data for sociological study.

- c. Both a and b  
d. None of the above
9. A nonlinear medium of information that includes graphics, audio, video, plain text and hyperlinks is known as  
a. multimedia  
b. hypermedia  
c. Photo essay  
d. none
10. Sociologists often use photographs to communicate their questions to the respondents. It is called.....  
a. photo elicitation  
b. Photo analysis  
c. Both a and b  
d. none
11. Using more than one medium of expression or communication is.....  
a. multimedia  
b. hypermedia  
c. Photo essay  
d. none
12. .... is a tool that helps in presenting data  
a. Photo elicitation  
b. Photo voice  
c. Photo essay  
d. none
13. Valid scientific insight in society can be acquired by.....  
observing, analyzing and theorizing its  
a. visual manifestations: behavior of people and material products of culture.  
b. Observing and analyzing material products of culture  
c. Both a and b  
d. none
14. Visual sociology aims to.....  
a. normalize the use of visual imagery as a valid and relevant type of data  
b. normalize the use of visual imagery as an invalid and irrelevant type of data  
c. Both a and b  
d. none
15. One of the visual sociology's conventional techniques of collecting data is  
a. photo-elicitation interview (PEI)  
b. Focus group discussion  
c. In-depth interview  
d. none
16. Visual sociology allows for using....., where quantitative and qualitative ones show different aspects of the studied phenomenon  
a. Mixed method  
b. Quantitative method  
c. Qualitative method  
d. none
17. Balinese character has been written by.....  
a. John Berger  
b. Gregory Bateson and Margaret Mead  
c. Erving Goffman  
d. none
18. Who has made civilization tv series  
a. WJT Mitchel  
b. John Berger  
c. Howard Becker  
d. none
19. Gender Advertisement has been written by.....  
a. John Berger  
b. Howard Becker  
c. Erving Goffman  
d. none

20. What is Semiotics?

- a. the study of signs and symbols and their use or interpretation
- b. Study of folktales
- c. Study of motivation
- d. None of the above

-- -- --

**(Descriptive)**

Time : 2 hrs. 30 mins.

Marks : 50

[ Answer question no.1 & any four (4) from the rest ]

- |  |        |
|--|--------|
| 1. What do you understand by ethnography? What are ethnographic photographs? | 5+5=10 |
| 2. What is modernity? Can it be studied visually?                            | 5+5=10 |
| 3. How can you study a photograph sociologically?                            | 10     |
| 4. How can you study social activism using videos?                           | 10     |
| 5. Explain nature and scope of visual sociology.                             | 10     |
| 6. Explain gender advertisement.   | 10     |
| 7. What is multimedia? How is it different from hypermedia?                  | 10     |
| 8. Discuss importance of hypermedia.   | 10     |

= = \*\*\* = =