

**BA SOCIOLOGY  
THIRD SEMESTER  
SOCIETY THROUGH THE VISUALS  
BSO-304(REPEAT)**  
[USE OMR SHEET FOR OBJECTIVE PART]

**SET  
A**

Duration: 3 hrs.

Full Marks: 70

**(Objective)**

Time: 30 mins.

Marks: 20

Choose the correct answer from the following:

1×20=20

- 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
- Visual sociology aims to.....  
normalize the use of visual imagery as  
a. 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
- 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
- Photography and Sociology has been written by.....  
a. John Berger  
b. Howard Becker  
c. Erving Goffman  
d. none
- Gender Advertisement has been written by.....  
a. John Berger  
b. Howard Becker  
c. Erving Goffman  
d. none
- Balinese character has been written by.....  
a. John Berger  
b. Gregory Bateson and Margaret Mead  
c. Erving Goffman  
d. none
- Ways of seeing has been written by.....  
a. John Berger  
b. Howard Becker  
c. Erving Goffman  
d. none
- Who has written Pictorial turn...  
a. John Berger  
b. WJT Mitchel  
c. Erving Goffman  
d. none
- One of the methodological strands in sociology that has employed visual data has been .....  
a. ethnomethodology  
b. functionalism



20. 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

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**( Descriptive )**

Time : 2 hrs. 30 mins.

Marks : 50

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

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|--|--------|
| 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     |

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