

**UNIVERSITY OF COLOMBO, SRI LANKA  
FACULTY OF ARTS**

**FOURTH YEAR EXAMINATION IN ARTS – SEMESTER II – 2018**

**SOC 4282 – Sociology of Mass Media**

**Two (02) Hours**

**Answer Three (03) questions only**

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1. Critically explain Walter Benjamin's views on the impact of mechanical reproduction on "Aura" in art within a capitalist society.
2. "A photograph seizes our attention due to its quality of advenience / adventure." Discuss this statement with relevant literature and examples.
3. "A photograph as an evidence or its representational aspect of reality does not depend on its existentiality but on historical and institutional process." Discuss this statement using John Tagg's book on "Burden of Representation."
4. Discuss with examples the views of Sigfrid Krackauer on photography and individual memory.
5. "The use of "Image" in Indian Society should be understood within its socio-cultural context." Examine this statement paying special attention to ideas of Christopher Pinney.
6. Write Short essays on any two (02) of the following topics.
  - i. Radio culture in Zambia
  - ii. Baila music in Sri Lanka
  - iii. New media in the Muslim World.
  - iv. Melodrama

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