



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF SECOND SEMESTER EXAMINATION: 2017/2018

DEPARTMENT OF COMMUNICATION STUDIES

COMM 208: MASS MEDIA AND SOCIETY

TIME ALLOWED: TWO AND A HALF (2.5) HOURS

LEVEL 200

INSTRUCTIONS:

ANSWER ANY THREE QUESTIONS IN THE ANSWER BOOKLET.

ALL QUESTIONS CARRY EQUAL MARKS

**DO NOT TURN OVER THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO BY
THE INVIGILATOR.**

LECTURER: DR RANSFORD ANTWI

ANSWER ANY THREE QUESTIONS

- 1. Explain, with examples, five (5) functions of the press under libertarianism. (20 marks).**
- 2. Explain, with examples, the following:**
 - a. Agenda Setting**
 - b. Gatekeeping**
 - c. Open market place of ideas**
 - d. Self-righting process**
- 3. With examples, explain how the mass media contribute to our cultural identity.**
- 4. Discuss four assumptions that underpin the authoritarian press.**
- 5. Discuss how new media get adopted in our culture.**

END OF PAPER