



# **CENTRAL UNIVERSITY**

**FAITH • INTEGRITY • EXCELLENCE**

**JANUARY 2019 RE-SIT EXAMINATION**

**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:

ANSWER ANY THREE QUESTIONS IN THE ANSWER BOOKLET

1. Explain, with examples, five (5) functions of the press under libertarianism (20 marks)
2. What did Marshall McLuhan mean by the following concepts:
  - i. Detribalization
  - ii. Retribalization
  - iii. Global Village (20 marks)
3. According to Albert Bandura, effective modeling requires attention. List and describe four (4) of the components of attention in the context of Social Learning Theory.  
(20 marks)
4. Discuss, with examples, four (4) of the principal functions of mass media for the Ghanaian society. (20 marks)
5. Discuss the relationship between culture and mass media. (20 marks)