



CENTRAL UNIVERSITY

RESIT EXAMINATION 2021

**DEPARTMENT OF COMMUNICATION AND LANGUAGE
STUDIES**

COMM 208: Mass Media and Society

(3 Credits)

LEVEL 200 (MIOTSO)

LECTURER: DR. MARIAN TSEGAH

INSTRUCTIONS

ANSWER 3 (THREE) QUESTIONS IN ALL

1. Explain five (5) ways in which the media is beneficial to society today.
2. Discuss Five (5) limitations of radio to an audience, explaining how each can be overcome.
3. Explain the Cultivation theory and give four (4) criticisms that has been raised by its opponents.
4. The internet has performed various roles in the recent past. From your experience, discuss five (5) of these roles and how it benefits you as a student.
5. Books are a great source of knowledge however it can be bothersome at times. Discuss any five (5) ways that they can be disadvantageous to an individual.