



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF SECOND SEMESTER EXAMINATION: 2016/2017

DEPARTMENT OF COMMUNICATION STUDIES

COMS 208: MASS MEDIA AND SOCIETY

TIME ALLOWED: TWO AND A HALF (2.5) HOURS

LEVEL 200

INSTRUCTIONS:

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS
IN THE ANSWER BOOKLET.**

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

LECTURER: DR RANSFORD ANTWI

INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS IN THE ANSWER BOOKLET.

1. Bandura used the concepts of attention, retention and motivation to explain the spread of television violence through modelling. Discuss, with examples, these three concepts. (40 marks)
2. Explain, with examples, five (5) functions of the press under authoritarianism. (30 marks).
3. Discuss five (5) principal functions of the media for the society. (30 marks).
4. Why do some experts say that the charges of cultural imperialism are overblown and hysterical? (30 marks).
5. Explain the following concepts discussed under cultivation theory
 - a. Symbolic double jeopardy
 - b. Resonance
 - c. Television creates a mean and scary world. (30 marks).