



# **CENTRAL UNIVERSITY**

**FAITH • INTEGRITY • EXCELLENCE**

**SECOND SEMESTER RESIT EXAMINATION: JUNE, 2018**

**DEPARTMENT OF COMMUNICATION STUDIES**

**COMS 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 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)**