



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF SECOND SEMESTER EXAMINATION: MAY/JUNE 2019

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

1. Discuss four assumptions underpinning the Authoritarian theory of the press. (20 marks)
2. Discuss four ways the country's mass media contribute to social stability. (20 marks)
3. Discuss, with appropriate examples, how new media are adopted in a social system. (20 marks)
4. Discuss, with appropriate examples, two ways media houses use the mass media to control our access to news, information and entertainment. (20 marks)
5.
 - a. Explain the term cognitive dissonance. (8 marks)
 - b. How can one reduce cognitive dissonance? (6 marks)
 - c. Why is cognitive dissonance important? (6 marks)