

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

COMM 362: MEDIA AND SOCIETY

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 07/07/2021

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **Answer three questions. Question one is compulsory**

QUESTION ONE 30 MARKS (COMPULSORY)

1. a) Explain the relationship between culture and the mass media. (10 marks)
b) Communicating in culturally diverse society poses a challenge to the communicator with examples, explain five reasons why this is so. (20 marks)

SECTION B: 40 MARKS

2. Discuss how media for profits influences the social construction of meanings. Use local examples to illustrate your answer. (20 marks)
3. An audience analysis is key to effective media communication in society. Explain why this is so. (20 marks)
4. The consumer culture of people changes drastically with exposure to media and technology. Discuss. (20 marks)
5. Discuss in details why media is seen as an important socializing agent. (20 marks)