

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF
DEGREE OF BACHELOR OF ARTS IN ECONOMICS AND SOCIOLOGY**

SOCI 445: SOCIOLOGY OF MASS COMMUNICATION

STREAMS: Y4 S1

TIME: 2 HOURS

DAY/DATE : WEDNESDAY 22 /09/ 2021

11.30 AM – 1.30 PM

INSTRUCTIONS TO CANDIDATES:

- Answer Question One and any other Two Questions.
- DO NOT WRITE ANYTHING on the question paper.

QUESTION ONE

Write concise notes on the following concepts as used in sociology of mass communication.

- i) Explain five differences between traditional and new media. [10 Marks]
- ii) Describe how the media portrays the following social phenomena
 - a) Disability [3 Marks]
 - b) Age [3 Marks]
 - c) Ethnicity [3 Marks]
 - d) Social class [3 Marks]
- iii. Discuss how the following categories of people influence media coverage in Kenya. Give relevant examples.
 - a) Politicians [2 Marks]
 - b) Socialites [2 Marks]

- c) Clergy [2 Marks]
- d) Business people [2 Marks]

QUESTION TWO

Using the Kenyan mass media landscape as an example, discuss the Hypodermic model of media messaging audience response. [20 Marks]

QUESTION THREE

Borrowing from the Kenyan experience, discuss the Limited –effectives theory of Mass communication in explaining the influence of mass media on the masses. [20 Mass]

QUESTION FOUR

Discuss with relevant examples the negative impacts of mass media in the contemporary Kenyan society. [20 Marks]

QUESTION FIVE

Discuss the key arguments of the Marxist theory on the role of the media in promoting the ideology of the ruling elite. [20 Marks]

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