

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

SOCI 445: SOCIOLOGY OF MASS COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 29/03/2021

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **Answer question ONE and any other TWO.**

QUESTION ONE

- (a) Define the following typologies of media
- | | |
|---------------------------|-------------|
| (i) Mass media | (2.5 marks) |
| (ii) Interactive media | (2.5 marks) |
| (iii) Interpersonal media | (2.5 marks) |
| (iv) New media | (2.5 marks) |
- (b) List and explain the 5 major denotations of the term “media” (10 marks)
- (c) Critically discuss the 5 main function mass media. (10 marks)

QUESTION TWO

With relevant examples drawn globally, discuss the class-dominant theory of mass communication in explaining the influence of mass media on the masses. (20 marks)

QUESTION THREE

Using the Kenyan mass media landscape as an example, discuss the Hypodermic model of media messaging audience response. (20 marks)

QUESTION FOUR

Critically discuss how the media presents the following social aspects;

- (i) Gender/sexuality (4 marks)

- (ii) Class (4 marks)
- (iii) Age (4 marks)
- (iv) Race/ethnicity (4 marks)
- (v) Social class (4 marks)

QUESTION FIVE

“The mass media is a potent vehicle for cultural and social change in society” Discuss with relevant examples the extent to which you agree with this observation. (20 marks)
