

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF ARTS IN ECONOMICS AND SOCIOLOGY AND BACHELOR OF  
ARTS GENERAL  
SOCI 406: THE SOCIOLOGY OF THE MEDIA**

**STREAMS: BA (ECON SOC), BA (GEN)**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 03/12/2018**

**11.30 AM – 1.30 PM**

---

**INSTRUCTIONS:**

**CHOOSE ANY THREE QUESTIONS**

1. (a) (i) Define the term globalization in relation to the mass media. [3 marks]  
(ii) Identify and briefly describe two examples of media globalization. [6 marks]
- (b) Evaluate the pluralist view that the mass media reflects audience opinion. [16 marks]
2. (a) (i) Define the term cultural effects. [3 marks]  
(ii) Identify and briefly describe two examples of which the audience may use the mass media other than for entertainment. [16 marks]
- (b) Evaluate the view that “Uses of gratification theory” fully explains how people are affected by the mass media. [16 marks]
3. (a) Explain the factors that influence the content of the news. [9 marks]
- (b) Assess the view that media reflects the interests and the values of all groups in the society. [16 marks]
4. (a) Explain how the media supports the interests of the ruling class. [9 marks]
- (b) Assess the view that the media acts as an agency of state ideological control. [16 marks]

5. (a) Explain the role of the media in creating moral panics. [9 marks]
- (b) Assess the sociological explanation for how television may influence the behaviour of the audiences. [16 marks]
6. Journalists use frames of reference to present news. Identify five types of media frames and show how they impact on news presentation. [20 marks]
-