

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS

COMM 362 A: MEDIA AND SOCIETY

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 10/04/2018

8.30 A.M – 10.30 A.M

INSTRUCTION:

- **Answer three questions**
- **Question one is compulsory**
- **Write legibly**
- **Exam cheating is a serious**

SECTION A(30marks)

1. (a) Explain why “culture” became such a contested word with the onset of modernity. [20marks]
- (b) Discuss how various media are interconnected and how this affects the cultural texts and images they create every day. [20marks]

SECTION B (40MARKS)

2. Analyze mass communication in the 21st century as a cultural enterprise and as a product of mass communication companies’ culture. [20marks]
 3. Demonstrate media as an agent for socialization and acculturation. [20marks]
 4. Media reflects and projects the view of minority elite who control it. Discuss. [20marks]
 5. Critique what has been the agenda setting role of media in Kenya during the last two presidential elections. [20marks]
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