

**CHUKA**

**UNIVERSITY**



**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
SOCIOLOGY**

**SOCI 445: SOCIOLOGY OF MASS COMMUNICATION**

**STREAMS: SOCI**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 20/12/2023**

**2.30 P.M. – 4.30 P.M.**

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**INSTRUCTIONS**

- **Answer question one and any other two**

**Question one**

- Define the following concepts as used in sociology of sociology of mass communication
  - Media (2 marks)
  - Mass media (2 marks)
  - Communication (2 marks)
  - Communication channel (2 marks)
  - Audience (2 marks)
- Explain five features of the new (digital) mass media that makes it such a potent tool for communication in contemporary societies. (10 marks)
- Discuss five types of mass media used in Kenya. (10 marks)

**Question two**

Mass media is a powerful tool for social change. With relevant examples drawn from across the world, demonstrate the validity of this observation. (20 marks)

**Question three**

Mass media has the power to hold its audience captive to a point whereby they cannot rationalize reality, taking Kenya as an example, discuss the validity of this observation. (20 marks)

**Question four**

With examples drawn from the globe, discuss how the mass media represents the following segments of society.

- a) Youth (4 marks)
- b) Elderly (4 marks)
- c) Minority sexualities (4 marks)
- d) Women (4 marks)
- e) Men (4 marks)

**Question five**

Discuss with examples, the arguments of the class dominant theory on the impact mass communication on its audience in contemporary societies. (20 marks)

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