



CHRISTIAN SERVICE UNIVERSITY COLLEGE

KUMASI, GHANA

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION STUDIES

END OF SECOND SEMESTER EXAMINATIONS – 2018/19 ACADEMIC YEAR

LEVEL 200

BACS 214: MASS COMMUNICATION CULTURE AND SOCIETY

August, 2019

70 Marks

Time Allowed: 2:00 Hours

GENERAL INSTRUCTION TO CANDIDATES:

- Answer **Question 5** and any other **two (2)** questions
- Present all answers in essay form
- Marks will be awarded for clarity of expression of ideas and grammar
- Write your index number on top of the question paper

Examiner: Collins Clancy Atta Poku

Question 1:

The rites of passage are a significant part of the human journey on earth, as it heralds us from the cradle to the grave. Use four of these rites of passage and discuss how mass communication has affected our society and culture citing relevant examples.

20marks

Question 2:

Lifestyle is the biggest single indicator of the effects of mass communication on our culture and society. Between what we see, read or hear from mass media and the standards set by society in our upbringing, who influences lifestyle the most now?

20marks

Question 3:

Using the facets of life developed in class, discuss how radio has influenced our culture and society highlighting on the then and now and the changes that have occurred.

20marks

Question 4:

There has not been anything more significant than the coming of internet. It has really changed our society and the way of life a lot? Do you agree with this statement or not? Present your argument citing relevant facets of life from class.

20marks

Question 5

Discuss how a specific television program you watched influenced your lifestyle affecting our way of life and society.

30marks

Examiner: Collins Clancy Atta Poku