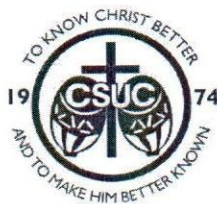


Index number: _____ Signature: _____ Date: _____



CHRISTIAN SERVICE UNIVERSITY COLLEGE KUMASI

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of Second Semester Examination, 2021/2022 Academic Year

Level 300

BACS 348: ADVERTISING AND SOCIETY

May, 2022

[70 marks]

Time: 2 hrs.

INSTRUCTIONS TO CANDIDATES:

1. Provide your answer in the Answer Booklet
2. ANSWER QUESTION 1 AND ANY OTHER TWO
3. Marks will be awarded for clarity of expression (grammar) and logical presentation of facts.
4. Write your index number clearly at the top of the question paper.

Examiner: Dr Ginn Bonsu Assibey

Index number: _____ Signature: _____ Date: _____

Question 1

(35marks)

With the aid of examples, examine, critically, the need for the reflection of cultural values of society in advertisements.

Question 2

(35marks)

With the aid of examples, discuss gender stereotyping in advertising with direct emphasis on the roles of women in advertisements.

Question 3

(35marks)

Discuss the economic rationale for creating and using advertising.

Question 4

(35marks)

The complaints against advertising are seemingly endless. Identify and discuss **FOUR** (4) of these complaints.

****End****