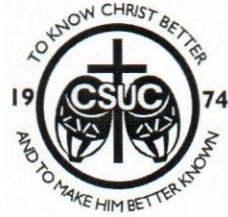


Index Number.....Signature.....Date.....



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

May, 2019

70 Marks

Time Allowed: 2:00 Hours

GENERAL INSTRUCTION TO CANDIDATES:

- Answer **ALL** the questions in Part 1 and **any two (2)** in Part 2.
- 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

Index Number.....Signature.....Date.....

Part 1.

Question 1:

This semester we all had a problem of the semester which required us to find a journalistic piece and from it prepare a six-page power point slide. The slide was to contain the name of your group and title of your work, the context and background to your story, the impact the story had on the community it happened in and their way of life and your own persuasive opinion about the story.

Based on this presentation you made in class, write a five (5) paragraph essay telling us what you did and how you solved this problem of the semester.

30marks

Examiner: Collins Clancy Atta Poku

Index Number.....Signature.....Date.....

Part 2

Question 1:

Television as mass communication medium has become increasingly influential. The level of influence cannot be understated as it is evident in how our culture and society have both been altered over a period of time. Using the relevant themes discussed in class, describe how television as a mass media medium has affected our culture and altered our society.

20marks

Question 2:

Lifestyle is the biggest single indicator of the effects of mass communication on our culture and society. Using the lyrics of *Proud Fvck Boys* by *Tulenkey ft. Eddie Khae* and your academic appreciation of it, discuss how mass media has affected our appreciation of the “*slay queen*” and “*fuck boys*” syndrome in our culture and society currently.

20marks

Question 3:

Using the theories 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 concepts and examples from class. **20marks**

Examiner: Collins Clancy Atta Poku