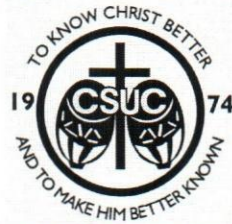


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CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI, GHANA
FACULTY OF HUMANITIES
DEPARTMENT OF COMMUNICATION STUDIES
BACHELOR IN COMMUNICATION
END OF SECOND SEMESTER EXAMINATIONS – 2018/19 ACADEMIC YEAR
LEVEL 300
BACS 304: INTRODUCTION TO MASS COMMUNICATION THEORIES

May, 2019

70 Marks

Time Allowed: 2 Hours

GENERAL INSTRUCTION TO CANDIDATES:

- Answer **all** questions in Section A
- Answer any other two questions in Section B
- Marks will be awarded for clarity of expression of ideas, orderly presentation of answers and grammar
- Write your index number on top of the question paper

Examiner: Yoni Paa Quecy Howard

SECTION A

1. Mass communication traditionally tends to be
 - a. One-way.
 - b. Communication from one (or a few) to many.
 - c. Anonymous.
 - d. Communication to an audience that is largely a passive recipient of messages with little or no opportunity for immediate feedback.
 - e. All of the above.

2. Which of the following is NOT part of the Shannon and Weaver Mathematical Theory?
 - a. Source
 - b. Transmitter
 - c. Computation
 - d. Channel
 - e. Receiver

3. Wilbur Schramm's simplified communication model (1954) has three main elements in communication. Which of the following is NOT part of his simplified model?
 - a. Source
 - b. A message, or signal, which is transmitted
 - c. A destination, where receiver decodes it
 - d. A source, who encodes
 - e. None of the above

4. Which of the following is NOT one of the primary functions of mass communication?
 - a. Surveillance
 - b. Correlation
 - c. Cultural Transmission
 - d. Entertainment
 - e. Immunization

5. Which of the following is an example of cultural convergence?
 - a. A movie becomes wildly popular among female officer workers in Ghana.
 - b. Harry Potter books become bestsellers in America.

- c. Newsrooms place photographers, graphic artists, reporters and online writers in the same work space.
 - d. A Mexican soap opera gets high ratings among audiences in Russia.
 - e. All of the above
6. Digitisation is
- a. Thin, flexible fibres of glass capable of transmitting light signals.
 - b. The process in which media is made into computer readable form.
 - c. Media's focus on narrower audience segments.
 - d. None of the above.
 - e. All of the above
7. Synchronous media
- a. Do not require the audience to assemble at any given time.
 - b. Require using a personal computer to act as editor, publisher, and writer.
 - c. Require the audience to be assembled simultaneously with the broadcast, transmission or event.
 - d. All of the above.
 - e. None of the above
8. The correlation function of mass communication is important because _____.
- a. The media can help maintain social stability.
 - b. The media can keep audiences informed about issues, events and other developments in society.
 - c. The media help people learn society's rule and how to fit into society.
 - d. All of the above.
 - e. None of the above
9. What are some of the dangers of global communication?
- a. False rumours can negatively impact company stocks.
 - b. Increased connectivity and engagement among people from different cultures can fuel rifts instead of rational discussions.
 - c. Media organizations could become subject to greater government regulation.
 - d. All of the above.
 - e. None of the above
10. The communication flow in the transmission model of communication is one-directional, from the sender to the receiver.

- a. True
 - b. False
11. Monopoly and oligopoly are synonymous economic media structures.
- a. True
 - b. False
12. Propaganda is an attempt to influence an audience by giving them all the compelling facts.
- a. True
 - b. False
13. Cultural studies embraces the media effects research tradition.
- a. True
 - b. False
14. Third person effect theory says that people have a natural fear of isolation.
- a. True
 - b. False
15. The Magic Bullet theory says all people are prone to violence.
- a. True
 - b. False
16. Qualitative research techniques can include simply observing certain behaviours.
- a. True
 - b. False
- 17 By the early Middle Ages, the church had elaborate and effective means in place to ensure transmission of sacred text to everyone without exception. This could be called mass communication.
- a. True
 - b. False
18. The more open the society, the less inclination there has been to develop communication technology to its fullest potential, especially in the sense of being universally available and widely used.

- a. True
 - b. False
19. The history of modern media begun with the
- a. printed book
 - b. radio
 - c. television
 - d. telegraph
 - e. none of the above
20. The mass is usually referred to, except
- a. The common people.
 - b. group
 - c. crowd
 - d. Public.
 - e. the rich people
21. Ideas of particular importance in the EARLY PERSPECTIVE ON MEDIA AND SOCIETY focused on?
- a. the question of the power of the new means of communication
 - b. The question of social integration or disintegration that they might cause
 - c. The question of public enlightenment, which they might either promote or diminish.
 - d. None of the above
 - e. All of the above
22. Popular culture may include music, books, magazines and comics.
- a. True
 - b. False
23. Which of the following is a negative connotation of mass culture?
- a. interesting
 - b. non-discriminating
 - c. upper class
 - d. judgmental
 - e. critical

23 – 26 Match the following theories to the propounders/theorists

Uses and Gratification

Sandra Ball-Rokeach and Melvin DeFleur

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Agenda Setting Theory

Elihu Katz and Jay Blumler

Gate-Keeping Theory

Kurt Lewin

Dependency Theory

Max McCombs and Donald Shaw

27. The expression 'popular culture' is now generally preferred because it simply denotes what many or even most people like.

a. True

b. False

28. The 'dominant paradigm' for theory and research combines a view of powerful mass media in a

a. Mass society

b. Confined locality

c. Sub culture

d. Restricted area

e. None of the above

29. In the four models of communication which of these is the odd one out?

a. A transmission model

b. A ritual or expressive model

c. Communication as display and attention: a publicity model

d. Encoding and decoding of media discourse: a reception model

e. A submissive model

30. Mass media possess all these threats except

a. Experience of loneliness and feelings of isolation

b. High morals

c. The sense of impersonality in much of modern life

d. Sometimes made worse by information technology

e. A decline in togetherness; and a loss of security.

SECTION B

Question 1

a) Explain the significance of the four main elements below, in the history of mass media in the wider life of society:

i. Certain communicative purposes, needs, or uses

ii. Technologies for communicating publicly to many at a distance

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iii. Forms of social organization that provide the skills and frameworks for organising production and distribution

iv. Forms of regulation and control.

b) What is audience in media communication and research? Give any three (3) characteristics of the audience.

(20 marks)

Question 2

List five concepts of 'mass' in mass communication. Explain any two (3) of them.

(20 marks)

Question 3

Write short notes on the following theories and give examples to support your answers:

- a) Uses and Gratification
- b) Agenda Setting Theory
- c) Gate-Keeping Theory
- d) Dependency Theory