

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF ARTS IN PSYCHOLOGY**

PSYC 213: MEDIA AND SOCIETY

STREAMS

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 24/3/2021

11.30 AM – 1.30 PM

INSTRUCTIONS:

- Answer Three Questions. Question one is compulsory.

SECTION A : 30 MARKS

- 1.(a) Explain the relationship between culture and the mass media. [10 Marks]
- (b) Communicating in culturally diverse society poses a challenge to the communicator. With examples, explain five reasons why this is so. [20 Marks]

SECTION B: 40 MARKS

2. Discuss in details why media is seen as an important socializing agent. [20 Marks]
 3. The consumer culture of people changes drastically with exposure to media and technology. Discuss. [20 Marks]
 4. An audience analysis is key to effective media communication in society. Explain why this is so. [20 Marks]
 5. Discuss how media for profits influences the social construction of meanings. Use local examples to illustrate your answer. [20 Marks]
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