

UGANDA MARTYRS UNIVERSITY
INSTITUTE OF LANGUAGES AND COMMUNICATION STUDIES
DEPARTMENT COMMUNICATION STUDIES
BA IN JOURNALISM AND MASS COMMUNICATION
BJMC2201 MEDIA CULTURE & SOCIETY
END OF SEMESTER ONE, ACADEMIC YEAR 2022-2023,
YEAR TWO EXAMINATION

Date: May, 2023

Time: 3 hours

INSTRUCTIONS

- i. Read the questions carefully before you attempt to answer any question.
- ii. Read through your answers to correct any possible grammatical or structural errors you may have made because these will affect your grade.
- iii. Write a new question on a fresh page.
- iv. Poor handwriting may lead to loss of marks.
- v. Answer three questions in all: Section A is compulsory

SECTION A:

This section is compulsory

40 Marks

Qn.1

- (a) Identify the difference between Mass Communication and Mass media. (5marks)
- (b) Discuss the elements and characteristics of Mass Communication. (25 marks)
- (c) With examples, discuss the ways in which media plays a vital role in shaping public opinion. (10 marks)

SECTION B

Choose only two (2) questions from this section)

60 Marks

Qn.2

- (a) Define Media convergence (2 marks)
- (b) Discuss the merits and demerits of media convergence to media users. (28 marks)

Qn.3

- (a) Explain the media elements that are used by culture to disseminate information.(15marks)
- (b) As a journalist, discuss the ways in which you will use mass media to promote culture in Ugandan communities. (15 Marks)

Qn.4

Assuming you have been appointed as the minister of ethics and integrity for Uganda. With examples, explain the ways you can use mass media to promote cultural development in Uganda (30 marks).

Qn.5.

Media content is a reflection of culture and society. With examples, critically analyse the various ways in which culture and society promote media industry in Uganda (30 marks)