

Uganda Martyrs University; Institute of Languages and Communication Studies

Dept: Journalism and Communication studies

BA in Journalism and Mass Communication

**BJMC 2201: Mass media, Culture, and Society, End of semester two, year two
Examinations**

Date: July, 2022

Time: 3hours

Instructions

Read the questions carefully before you attempt to answer any question.

Read through your answers to correct any possible grammatical or structural errors you may have made because these will affect your grade.

Write a new question on a fresh page.

Poor handwriting may lead to loss of marks.

Answer three questions in all: Section A is compulsory

SECTION A:(40 Marks; it`s compulsory)

1(a) Define mass media and explain the various characteristics of mass communication (10 marks).

(b) With examples, discuss the types of mass media (10 Marks).

(c) With examples, explain the reasons why it is important for journalism students to study mass media culture and society course unit (20 Marks)

SECTION B

Answer only two questions from this section

2(a) Define cultural hegemony and explain the various ways in which people use mass media to promote cultural hegemony /dominance (17 marks)

(b) With examples, discuss the various ways in which mass media platforms can be used to control cultural hegemony/ dominance (13 marks).

3(a) Every media content is a reflection of what exactly happens in the society. With examples, discuss the various ways in which mass media act as a mirror to the society (15 marks)

(b) Discuss the various ways in which people in the pre colonial societies used to communicate to each other before the introduction of modern media technologies (15 marks).

4(a) Explain the difference between media ownership and mass media control (5 Marks).

(b) With examples, discuss the various types of media ownership (25 Marks).

5(a) Define media convergence and explain the impact of media convergence on journalism (15 marks).

(b) With examples, discuss the various ways in which print and electronic media try to manage the challenges caused by media convergence (15 marks).