

# WOMEN'S UNIVERSITY IN AFRICA



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*Addressing gender disparity and fostering equity in University Education*

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**FACULTY OF SOCIAL AND GENDER TRANSFORMATIVE SCIENCES**

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**BACHELOR OF SCIENCE HONOURS DEGREE IN SOCIOLOGY AND GENDER  
DEVELOPMENT**

**MAIN PAPER**

**SS 221: SOCIOLOGY OF MASS COMMUNICATION**

**INTAKE 25: SECOND YEAR SECOND SEMESTER**

**DATE: FEBRUARY 2021**

**TIME: 2 HOURS**

## **INSTRUCTIONS TO CANDIDATES**

1. Answer and **two** questions.
2. All questions carry equal marks.

**Question 1**

Analyse the way different media tools have been used and the changes they have brought in the HIV and AIDS and health awareness programmes.

**Question 2**

Discuss the relevance of the Marxist perspective of the media to the media situation in your country.

**Question 3**

Explore the assertion that, 'Most of the violent behaviours amongst children are through imitation of models on television'.

**Question 4**

Assess the assertion that, 'Media is very important in shaping behavior of Individuals.' Discuss.

**Question 5**

Evaluate the role of media in spearheading human development in Africa.

**END**