



**PAN AFRICA CHRISTIAN UNIVERSITY**

**MAY- AUG 2023 Trimester Exams**

**DCM 103: INTRODUCTION TO MASS COMMUNICATION (Diploma,**

**COMMUNICATION)**

**DAY CLASS (ONLINE)**

**Lecturer: CAROLYNE NJOKI NGUGI**

**Time 3hrs.**

**Instructions: Answer ALL questions in SECTION A and any other THREE questions in SECTION B**

**SECTION A (10 marks)**

1. a) Using illustrations from local media describe **four** major functions of Mass Communication. **(8 marks)**.  
b) Using a suitable example define the concept 'mass' in mass communication **(2 marks)**.

**SECTION B (30 marks) Answer any three questions**

2. Assess how the internet and new technology have impacted the newspaper and magazine industry. Use examples from local and international media **(10 marks)**.
3. Discuss using relevant examples how social media has influenced society and culture among young people in Kenya. **(10 marks)**.
4. Explain five reasons why journalists should act as gate keepers in the digital era. Use appropriate examples to support your answers. **(10 marks)**.
5. With examples from the local media describe five ethical considerations that should be applied to Kenya's mass media field. **(10 marks)**.