



**PAN AFRICA CHRISTIAN UNIVERSITY**

**JANUARY 2021 Trimester Exams**

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

**ROYSAMBU & VALLEY ROAD (DAY/EVENING)**

**Time 3hrs.**

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

**SECTION A (10 marks)**

1. **Answer ALL of the following questions:**

- a) Briefly explain **two** effects of mass media in today's society (4 marks)
- b) Identify **three** roles played by social values in mass communication (3 marks)
- c) Describe **three** ways through which the impact of mass media on the youth is demonstrated (3 marks)

**SECTION B (30 marks)- Answer any THREE of the following questions:**

2. By using examples, describe **five** ways in which social media has influenced society and culture in the world (10 marks)
3.
  - a) Define the term 'ethics' as used in the context of mass communication (2 marks)
  - b) Illustrating with appropriate examples, describe **three** roles of media ethics (3 marks)
  - c) Explain **five** ethical considerations that should be applied to the Kenyan field of mass media (5 marks)
4. Discuss **five** ways that show how technology in the field of mass media has contributed to the development of Kenya's popular (pop) culture (10 marks)?

5. a) Explain **three** ways that demonstrate the impact of technology on the print media industry (6 marks).
- b) In your own view, will print media ever become extinct? Explain using **two** reasons (4 marks).