



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION**

SEPTEMBER-DECEMBER 2018 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINQUISTICS

COURSE CODE: COM102

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION

EXAM DATE: TUESDAY 4TH DECEMBER 2018

DURATION: 3 HOURS

TIME: 9:00AM-12.00PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- **Section A is Compulsory**
- **Answer any TWO questions in Section B**
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply*

SECTION A: COMPULSORY

QUESTION ONE

- a) Describe the meaning of the following terms using relevant examples.
 - i) Mass communication **(3mks)**
 - ii) Audiences **(3mks)**
 - iii) New media **(3mks)**
- b) Describe THREE types of mass communication. **(9mks)**
- c) Evaluate SIX functions of communication. **(12mks)**

SECTION B

QUESTION TWO

- a) Illustrate FIVE elements of communication. **(10mks)**
- b) Describe FIVE roles of mass media in society. **(10mks)**

QUESTION THREE

- a) Apply the strengths of Lasswell's model of communication in the Kenyan media context. **(10mks)**
- b) Describe FIVE aspects in the mass communication concept. **(10mks)**

QUESTION FOUR

- a) Evaluate FIVE types media audience. **(10mks)**
- b) Illustrate FIVE ways of defining audiences in media. **(10mks)**

QUESTION FIVE

- a) Assess FIVE relevant ways in which uses and gratifications studies helps in understanding media and audiences. **(10mks)**
- b) Describe FIVE ways that new technologies influences mass communication. **(10mks)**