

PAN AFRICA CHRISTIAN UNIVERSITY
BACHELOR OF ARTS IN COMMUNICATION
END OF TERM EXAMINATION

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE TITLE: Introduction to Mass Communication

COURSE CODE: COM102

Instruction: **Section “A” is COMPULSORY.** Answer any **THREE** questions in section “B”

SECTION A

Question 1

- a) Explain using relevant illustrations any **two** essential characteristics that differentiate mass media from interpersonal communication. [4marks]
- b) Justify any **three** reasons why communication is important to the success of Non-governmental Organizations (NGOs). [6marks]

SECTION B

Answer any **THREE** questions

Question 2

Lisa enjoys watching Switch TV's *The Drift* that covers controversial issues of culture in Kenya. Today's show was discussing facial tattooing as a cultural practice among the people of Southern Sudan. The program host, Jeda, was interviewing Geny, a 17-year-old girl, who had recently undergone this practice.

As a student of Introduction to Mass Communication,

- a) With appropriate examples, explain any **five** roles that the media need to carry out in society as they air shows like Switch TV's *The Drift*. [10marks]

Question 3

Describe yellow journalism and with clear examples from the Kenyan context explain its pros and cons in newspaper publishing. [10 marks]

Question 4

- a) Explain the purpose of a theory. [2 marks]
- b) Using clear examples, explain how the tenets of any **four** mass media theories can be applied in the Kenyan media context today. [8 marks]

Question 5

Critique Lasswell's model of communication from a Kenyan media perspective. [10 marks]