



PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES SEPTEMBER – DECEMBER 2024 ASSESSMENT

FORMATIVE ASSESSMENT

Qualification Code : 032106T4BJO
Qualification : BROADCAST JOURNALISM LEVEL 6
Unit Code : DBJ/111
Unit of Competency : MASS COMMUNICATION

TIME: 3 HOURS

WRITTEN ASSESSMENT

CANDIDATE WRITTEN ASSESSMENT

INSTRUCTIONS TO CANDIDATE:

- 1. Read all the instructions carefully before attempting the question.*
- 2. This paper consists of two sections, A & B.*
- 3. You are allowed 3 Hours to Answer the questions.*
- 4. Marks for each question are indicated in brackets.*
- 5. Write your responses in the Separate Answer booklet provided.*
- 6. Do not write anything on this question paper.*

SECTION A: (40 MARKS)

Answer ALL questions in this section.

1. List **FIVE** mass communication tools used in today's century. (5 Marks)
2. How does mass media shape public opinion and attitudes? (5 Marks)
3. Identify **FIVE** factors that have influenced the development of electronic media. (5 Marks)
4. Outline **FIVE** uses of the print media. (5 Marks)
5. Define **FIVE** functions of mass communication. (5 Marks)
6. Highlight **FIVE** uses of the internet. (5 Marks)
7. State **FIVE** future trends in the electronic media. (5 Marks)
8. List **FIVE** challenges faced by journalists in mass communication. (5 Marks)

SECTION B: (60 MARKS)

Answer any THREE questions in this section.

9. Discuss the historical evolution of mass communication highlighting the different tools that were used up to the digital era. (20 Marks)
10. Media can easily influence public opinion. As a news consumer discuss the ways media shape's public opinion providing examples of any significant events where media played a crucial role in influencing public perceptions. (20 Marks)
11. Discuss the role of mass communication in today's digital era highlighting the key impacts witnessed as a result of mass communication. (20 Marks)
12. The print and electronic media are important tools of mass communication used in journalism. Discuss how each of them is used in news dissemination. (20 Marks)