



PAN AFRICA CHRISTIAN UNIVERSITY

MAY 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) With an appropriate example, explain briefly what media convergence is (3 marks)
- b) Explain three roles that mass media plays in our society today (3 marks)
- c) While giving examples, describe **two** ways in which social media has influenced cultural and behavioural attitude among the youth of Kenya (4 marks)

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

- 2. Using examples from the Kenyan context, show **five** ways through which media has shaped culture.(10 marks)
- 3. Illustrate how media has evolved in Kenya over the last 50 years. (10 marks)
- 4. Argue for or against the notion that “traditional media will eventually be replaced by new media”. (10 marks)
- 5. Briefly explain using examples, **five** ethical considerations that should be applied to the Kenyan mass media. (10 marks)