



DEPARTMENT OF COMMUNICATION, LANGUAGES AND LISNGUISTICS

END OF SEMESTER EXAMINATION:

JANUARY- APRIL TRIMESTER 2026

COURSE CODE: COM 102

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION

TIME: 2 Hours

INSTRUCTOR: Henry Neondo

INSTRUCTIONS

1. **Question 1 is compulsory.**
2. Answer **ANY TWO** questions in **Section B**.
3. All questions carry equal marks as indicated.
4. Write clearly and concisely.

SECTION A

QUESTION 1 (COMPULSORY)	30
marks	
i. Define mass communication and identify its two main characteristics.	3
marks	
ii. State four functions of mass media in society.	8
marks	
iii. Distinguish between linear and transactional communication models.	3
marks	
iv. Outline four roles of digital media in contemporary society.	8
marks	
v. State four ethical principles that guide media practitioners in Kenya.	8
marks	

SECTION B: ESSAY QUESTIONS

30 marks

Answer ANY TWO questions. Each question carries 15 marks.

2. Dickson is a public relations officer in one of the development agencies operating in Kenya. He frequently organizes field visits for journalists every time his programme teams visit community programmes, usually in some remote villages.

a. Analyze the role of **mass communication in development**

10 marks

b. Give five relevant examples.

5 marks

3. **Artificial intelligence and misinformation** have emerged as the greatest challenge facing mass media today. Discuss ways journalists can positively harness AI to battle misinformation. **15 marks**

4. There is a body in Kenya known as the Media Owners Association, an industry group representing owners of major media houses, focusing on protecting editorial independence, promoting responsible journalism, and ensuring business sustainability. Examine the influence of **media ownership and their regulation** on media content and professionalism in Kenya.

15 marks

Total: 60 marks