



Pan Africa
Christian University

DEPARTMENT OF COMMUNICATION STUDIES

END OF JANUARY 2026 SEMESTER EXAMINATION

COURSE CODE: COM 102

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION

TIME: 2 HOURS

MAXIMUM MARKS: 60

INSTRUCTIONS

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

SECTION A: SHORT ANSWER QUESTIONS (20 MARKS)

QUESTION 1. Answer ALL questions. Each question carries 4 marks.

- i. Define **mass communication**.
- ii. State four functions of mass media in society.
- iii. Distinguish between **linear** and **transactional** communication models.
- iv. Outline four roles of digital media in contemporary society.
- v. State four ethical principles that guide media practitioners in Kenya.

SECTION B: ESSAY QUESTIONS (40 MARKS)

Answer ANY TWO questions. Each question carries 20 marks.

QUESTION 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. Analyze the role of mass communication in development, using relevant examples.

QUESTION 3

Artificial intelligence and misinformation have emerged as the greatest challenge facing mass media today. Discuss five ways mass media professionals can positively harness AI to battle misinformation.

QUESTION 4

The Media Owners Association is an industry group representing owners of major media houses, focuses on protecting editorial independence, promotes responsible journalism, and ensures business sustainability. Examine the influence of media ownership and their regulation on media content and professionalism in Kenya.

TOTAL: 60 MARKS