



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS

END OF SEMESTER EXAMINATION

DCM 103: INTRODUCTION TO MASS

COMMUNICATION

DATE: 7th December 2020

TIME: 2 HOURS

INSTRUCTIONS:

- 1. ANSWER QUESTION 1 (COMPULSORY) AND ANY OTHER 3**
 - 2. BE ORGANIZED AND NEAT**
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QUESTION ONE - COMPULSORY (10 Marks)

Critically evaluate 5 main functions of mass media by giving real example in our society today. (10MKS)

QUESTION TWO (10 Marks)

"The media gives us what to think about but not what to think." Briefly discuss the proponents, tenets, and the application of the theory related to the above statement. (10MKS)

QUESTION THREE (10 Marks)

You have been hired as an editor in one of the leading television stations in Kenya, how will you ensure that this station acts as a gatekeeper to meet ethical standards in broadcasting. (10MKS)



QUESTION FOUR (10 Marks)

"Today digital media threatens the traditional media's success." Use any five relevant examples to discuss how true/false this statement is. (10MKS)

QUESTION FIVE (10 Marks)

Compare and contrast **five** characteristics of broadcast vs social media audiences in Kenya. (10MKS)