



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR DIPLOMA IN
COMMUNICATION**

SEPTEMBER-DECEMBER 2018 SEMESTER

CAMPUS: ROYSAMBU

**DEPARTMENT: COMMUNICATION, LANGUAGES &
LINGUISTICS**

COURSE CODE: DCM103

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION

EXAM DATE: MONDAY 10TH DECEMBER 2018

DURATION: 3 HOURS

TIME: 2:00PM-5:00PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- Answer Question **One (Compulsory)** And **Any Other Two** Questions
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply*

Question 1

- a) State five distinguishing features of a newspaper (5 marks)
- b) Define the term mass communication (2 marks)
- c) Give four advantages of using radio as a medium of mass communication (4 marks)
- d) Feedback in mass communication is considered indirect and delayed. Briefly explain this statement. (5marks)
- e) Describe three roles of gatekeepers in mass communication (6 marks)
- f) Distinguish
 - i. Journalism from Mass communication. (2 marks)
 - ii. Group communication from mass audience (2marks)
- g) Describe the nature of audiences for mass communication. (4marks).

Section B Answer any two questions.

Question 2

- a) Discuss the concept of the following theories and their impact on mass media and the audiences
 - i. Agenda setting theory (5marks)
 - ii. Gatekeepers theory (5 marks)
- b) Explain any two normative theories of the press (10 marks)

Question 3

- a) Explain why the surveillance and watchdog function of the media are considered important (6marks)
- b) Describe any four negative effects of media in society. (8marks)
- c) Give three reasons to explain why TV is more popular in Kenya than films (6marks)

Question 4

- a) Using any two media products of your choice to support your answers, explain how gender has been portrayed. (10 marks)
- b) Explain five reasons why magic bullet theory is referred to as an all powerful media theory (10 marks)

Question 5

- a) Explain the relationship between media and society (6marks)
- b) Briefly describe
 - i. The linear model of mass communication. (4marks)
 - ii. The cultural model of mass communication (4 marks)
- c) Discuss new media influence on society (6marks)