



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
ARTS IN COMMUNICATION**

SEPTEMBER- DECEMBER 2024 TRIMESTER

COURSE CODE: COM102

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION

EXAM DATE:

TIME:

DURATION: 3 HOURS

INSTRUCTIONS

- **Read all questions carefully before attempting.**
- **Answer question ONE and any other THREE Questions**
- **All other PAC University examination rules and regulations apply**

SECTION A

Question1 (Compulsory)

- Explain the term audience analysis (2mk)
- You are heading a new TV production to be aired for viewing by a specified audience segment. You are in the process of doing an audience survey for the program. Demonstrate any four key aspects you will examine to determine whether the audience would or would not pay attention to your content (8mks)

SECTION B: Answer any Three Questions

- Linear communication is a unidirectional process in which a sender intentionally transmits a message to a receiver (Ellis & McClintock, 1990). Basing your argument on Harold

Laswell's linear model, discuss five ways in which this model may be applied in contemporary communication practice. (10mks)

3. Interpersonal communication is dyadic, DeVito (2009). Using the Osgood-Schramm Model of Communication (1954), explain five ways in which you can enhance communication within a dyad. (10mks)

4. "The New media is marked by an increasingly changing audience". Evaluate the statement based on the tenets of the following theories:

- i. Uses and gratification Theory (5mks)
- ii. Stuart Hall's Reception Theory (5mks)

5. Kenya has recently experienced a rapid evolution in media coverage particularly on political matters. Using specific examples, illustrate **five** roles of opinion leaders in shaping how political messages are perceived in this environment. Base your argument on the Two-step flow theory (10mks)