



PAN AFRICA CHRISTIAN UNIVERSITY

SEPTEMBER 2021 Trimester Exams

**COM 102: INTRODUCTION TO MASS COMMUNICATION (Degree,
COMMUNICATION)**

ROYSAMBU & VALLEY ROAD (DAY/EVENING)

Time 3hrs.

Instructions: Answer ALL questions in SECTION A and any other THREE questions in SECTION B

SECTION A (10 marks)

1. Answer ALL of the following questions:

- a) Explain briefly **one** way social media contributes to enhancement of social values. (2 marks)
- b) Differentiate mass communication from human communication and give an example in each on how they are used in your social circle. (2 marks)
- c) Explain what yellow journalism is and how the term came to be. (2 marks)
- d) Illustrate with relevant examples, **two** common characteristics of mass communication. (2 marks)
- e) Describe **two** practical situations that illustrate the use of mass media in education (2 marks)

SECTION B (30 marks)- Answer any THREE of the following questions:

- 2. a) Based on your understanding of mass communication, would you refer to a lecture delivered in your classroom as mass communication? Give reasons (5 marks)
- b) Briefly explain two ways that show how new media has influenced Kenya's popular (pop) culture (5 marks)
- 3. In your own words, explain **five** ways showing how media has impacted Kenya's economy. (10 marks)
- 4. a) Using appropriate examples, differentiate media ethics and media laws. (4 marks)

- b) Using practical examples, explain **three** ethical considerations that are expected of Kenyan media houses. (6 marks)
5. Describe the evolution of mass media in Kenya since independence. (10 marks)