



**PAN AFRICA CHRISTIAN UNIVERSITY**

**JANUARY 2022 Trimester Exams**

**DCM 103: INTRODUCTION TO MASS COMMUNICATION (Diploma,  
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 **two** ways in which this unit has been relevant to you. (2 marks)
- b) Explain the characteristics of mass media that make it different from interpersonal communication. (4 marks)
- c) While giving examples from Kenya's context, explain what media literacy is. (4 marks)

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

- 2. Using relevant examples, describe and explain **five** strengths of Radio over Television as a mass medium. (10 marks)
- 3. Explain **two** ways in which the advancement of the internet and social media is affecting the print media industry. (10 marks)
- 4. a) Describe using one example, what media convergence is. (2 marks)  
b) Illustrate using relevant examples, **four** implications of media convergence to recipients of media's content today. (8 marks)
- 5. Justify using relevant examples **five** reasons why media still remains to be an important tool of communication in our society today. (10 marks)