



**PAN AFRICA CHRISTIAN UNIVERSITY**

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

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

**MAY-AUG 2023 SEMESTER**

**CAMPUS: ROYSAMBU**

**DEPARTMENT: COMMUNICATION, LANGUAGES, AND LINGUISTICS**

**COURSE CODE: COM102**

**COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION**

**INSTRUCTOR: DR. NANCY KUNGU**

**INSTRUCTIONS**

**Read the instructions and questions carefully before you write the answers.**

**Section A is Compulsory. Attempt any three questions from Section B.**

## **SECTION A**

### **Question 1 (compulsory)**

You are planning to pass a crucial message to your workforce across the organization. You do not expect feedback in this communication.

- a) Describe the communication model you would adopt to pass your message. (2mk)
- b) Illustrate **four** key elements of a communication process that the model in (a) above should include (8mks)

## **SECTION B**

### **Question2**

“The Internet protocol (IP) is a critical platform for communication and participation in a meaningful society” Evaluate the statement in regard to the perceived revolution related to digital communication (10mks)

### **Question 3**

- i. Explain the term audience analysis (2mk)
- ii. You are heading a new TV production to be aired for viewing by a specified segment of the audience. You are in the process of doing an audience survey for the program.

Demonstrate **five** key aspects you will examine to determine whether the audience would or would not pay attention to your content (8mks)

#### **Question 4**

“New media is marked by an increasingly changing audience”. Evaluate the statement using any **two** of the theories provided below:

- Stuart Hall's Audience Reception Theory (5mks)
- Blumler and Katz's Uses and Gratification Theory (5mks)
- David Morley Active audience model (5mks)
- Information processing theory of media (5mks)

#### **Question five**

a) Describe the concept of intrapersonal communication (2mks)

b) According to DeVito (2009), people apply intrapersonal communication from time to time.

Demonstrate any **four** situations in which you may apply this type of communication (8mks)