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**PAN AFRICA CHRISTIAN UNIVERSITY**

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF**

**BACHELOR OF ARTS IN COMMUNICATION**

**JANUARY – APRIL 2018 SEMESTER**

**CAMPUS: ROYSAMBU**

**DEPARTMENT COM102**

**COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION**

**EXAM DATE: WEDNESDAY 11TH APRIL 2018**

**TIME: 9:00AM-11:00AM**

**INSTRUCTIONS**

* This examination script consists of **Five (5)** questions.
* Read all questions carefully before attempting.
* Write your **student number** on the answer booklet provided.
* Section A is Compulsory. Answer any two questions from Section B.

**Section A is compulsory (30 marks)**

**QUESTION ONE**

1. Discuss the following terms as used in Mass Communication
2. Mass media (2 marks)
3. Audience (2 marks)
4. Concept (2 marks)
5. Medium (2 marks)
6. Media Literacy (2 marks)
7. Cognitive Dissonance is a communication theory of balance, discuss 5 key components of this theory (10 marks)
8. Illustrate five implications of media convergence to the Kenyan audience today (10 marks)

**Section B: Choose any two questions from this section (40 marks)**

**QUESTION TWO**

1. Expound on the following theories of mass communication
2. Spiral of Silence (3 marks)
3. Agenda Setting (3 marks)
4. Cultivation Theory (3 marks)
5. Technological determinism (3 marks)
6. Discus any four forms of new media (8 marks)

**QUESTION THREE**

1. Describe five characteristics that make radio as a medium of mass communication most appropriate in our society today. (10 marks)
2. Discuss 5 roles of music in transmitting and shaping the cultures of specific people groups in Kenya. (10 marks)

**QUESTION FOUR**

Mass communication has gone global in all aspects and the world can effectively be defined as a village in this regard.

1. Explain five advantages (10 marks)
2. Explain five disadvantages of this milestone (10 marks)

**QUESTION FIVE**

a. Discuss five characteristics that make the future of the hard copy newspaper uncertain  (10 marks)

b. Discuss five social control functions of the Mass Media (10 marks)