

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**RESIT/SPECIAL EXAMINATION**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF**

**COMM 105: INTRODUCTION TO MASS COMMUNICATION**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 11/08/2021**

**8.30 A.M – 10.30 A.M.**

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**INSTRUCTIONS:**

**Attempt question ONE and any other TWO.**

**The exam takes TWO hours.**

**QUESTION ONE 30 MARKS (COMPULSORY)**

- a. Describe Lasswell's model of mass communication. (10 marks)
- b. Compare and contrast pre-literate and today's communication. (20 marks)

**QUESTION TWO (20 MARKS)**

Broadcasting media in Africa is not only a popular mass communication channel massively used for entertainment and information dissemination, it is also a social-economic and political tool.

Justify this statement. (20 marks)

**QUESTION THREE (20 MARKS)**

Analyze the implications of Marshall McLuhan's ideal of global village in the 21<sup>st</sup> century and its effects on the traditional media (Newspapers, TV, and radio) (20 marks)

**QUESTION FOUR (20 MARKS)**

Differentiate the advertising and public relations functions of mass communication. (20 marks)

**QUESTION FIVE (20 MARKS)**

COMM 105

- a. Discuss using a media effect theory of your choice how mass communication channels affect audiences. In your response, use examples from your local community. (10 marks)
  - b. Some media analysts opine that, “with the advent of new media and increasing digital technology, the print media has no future.” Critique this statement. (20 marks)
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