

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

COMM 105: INTRODUCTION TO MASS COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 29/03/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **Attempt question ONE and any other TWO.**
- **The exam takes TWO hours.**

QUESTION ONE (30 MARKS) COMPULSORY

- (a) Explain five factors that made oral communication possible during the preliterate period. (15 marks)
- (b) Discuss using a media effect theory how the media influences masses on a day to day basis. (15 marks)

QUESTION TWO (20 MARKS)

Some scholars opine that “no invention in the history of humanity has had greater influence on society than the introduction of printing in the 15th century.” Discuss the legacy of the Guttenberg revolution in Kenya or any other African country of your choice. (20 marks)

QUESTION THREE (20 MARKS)

- (a) Discuss five reasons why the internet is a mass communication channel. (10 marks)
- (b) Discuss five components of mass communication. (10 marks)

QUESTION FOUR (20 MARKS)

- (a) Discuss five things that make radio still very popular in Africa today. (10 marks)
- (b) Critique the contribution of television as a mass communication channel in your country. (10 marks)

QUESTION FIVE (20 MARKS)

In spite of the popularity of new media, books have maintained their importance in the society.
Discuss seven reasons for this occurrence. (20 marks)
