

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND  
MASS COMMUNICATION**

**DJMC 0111: INTRODUCTION TO MASS COMMUNICATION**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 27/09/2021**

**8.30 A.M. – 10.30 A.M.**

**INSTRUCTIONS**

- **Answer three questions in total.**
  - **Question one is compulsory**
1. a) Using an illustration, describe the communication process. (15 marks)  
b) Discuss the role of mass media in conflict prevention and resolution. (15 marks)
  2. In reference to the Agenda setting theory, discuss 5 roles of mass media in shaping politics in Kenya. (20 marks)
  3. Explain the effects of citizen journalism on the coverage of news by the mass media. (20 marks)
  4. a) Explain the logic behind the penny press and relate it to management of media institutions today. (6 marks)  
b) With the aid of a well labeled diagram, explain how satellites work. (6 marks)  
c) Give a brief history of mass communication. (8 marks)
  5. Although digital media attracts an always-on audience across an array of devices that are efficient in targeting and micro-targeting, the major sites in any category still cannot match the size of television audience. Discuss. (20 marks)

