

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DJMC 0111 : INTRODUCTION TO MASS COMMUNICATION

STREAMS: DJMC

TIME: 2 HOURS

DAY/DATE: MONDAY 01/11/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **Answer Question One and any other Two.**

QUESTION ONE (Compulsory) 30 MARKS

Write brief notes about the following concepts as they relate to this unit.

- | | |
|---|-----------|
| i. Communication and mass communication | (5 marks) |
| ii. Media text and media representation | (5 marks) |
| iii. Niche audiences and narrow casting | (5 marks) |
| iv. Guttenberg legacy | (5 marks) |
| v. Digital media and pre-literate media | (5 marks) |
| vi. Media regulators and media effects | (5 marks) |

QUESTION TWO

Analyze the transactional model of communication. In your response use a diagram and examples of everyday use. (20 marks)

QUESTION THREE

Popular music is very destructive to the 21st century Kenyan youth. Critique statement. (20 marks)

QUESTION FOUR

Evaluate how the internet and new technologies have revolutionarized print news media processing in Kenya. (20 marks)

QUESTION FIVE

- a. Describe the role of Guglielmo Marconi in the origination of radio. (6 marks)
 - b. Television is a double edged sword in the Africa society. Discuss this statement from your point of view. (20 marks)
-