

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**DJMC 0111: INTRODUCTION TO MASS COMMUNICATION**

**STREAMS: DIP. DJMC**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 05/07/2021**

**2.30 P.M. – 4.30 P.M.**

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**INSTRUCTIONS:**

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

**QUESTION ONE (30 MARKS) COMPULSORY**

- (a) Explain the legacy of “Guttenberg Revolution” in your country today. (20 marks)
- (b) Discuss the functions of public relations in the mass communication industry. (10 marks)

**QUESTION TWO (20 MARKS)**

- (a) Discuss five limitations of oral face-to-face communication prevalent during pre-literature cultures. (10 marks)
- (b) Explain five factors that make radio still very popular in Africa in the 21<sup>st</sup> Century. (10 marks)

**QUESTION THREE**

Is the internet a mass communication channel? Discuss. (20 marks)

**QUESTION FOUR (20 MARKS)**

Evaluate the impact of television in your community. (20 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)

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