

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**DJMC 0114: INTRODUCTION TO ELECTRONIC MEDIA**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: FRIDAY 24/09/2021**

**11.30 A.M – 1.30 P.M**

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**INSTRUCTIONS**

**■ Answer three questions**

**QUESTION ONE IS COMPULSORY**

1. (a) Despite the emergence of the New media courtesy of the internet, radio still remains a significant source of news, education and entertainment. Discuss. [20 marks]  
(b) State and explain elements of communication. [10 marks]
  2. Interviewing is an integral aspect of good journalism. As such, there is no journalist who is not a good interviewer analyze. [20 marks]
  3. With examples, explain the following; [20 marks]
    - (a) Bridging
    - (b) Counter programming
    - (c) Hot Switching
    - (d) Day parting
    - (e) Scoop
  4. The social media has changed the existing flow of mass communication that is from ‘few many’ communication. Clearly illustrate the meaning of this statement. [20 marks]
  5. You have been appointed as manager to oversee the establishment of a community radio station in your area. Discuss some of the factors you would consider in deciding the content for you audience. [20 marks]
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