

DJMC 0100

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DJMC 0100: INTRODUCTION TO MASS COMMUNICATION

STREAMS: DIP (DJMC)

TIME: 2 HOURS

DAY/DATE: FRIDAY 14/12/2018

11.30 A.M - 1.30 P.M.

INSTRUCTIONS

- **Answer THREE Questions in all**
- **Question ONE is COMPULSORY**
- **Do not write on the question paper**

SECTION A: [30 MARKS]

1. (a) What is your understanding of “Yellow Journalism”? [2 Marks]
(b) Explain six (6) characteristics of oral culture during the early days of civilization? [12 Marks]
(c) Explore the significance of the penny press in the early 19th century. [12 Marks]
(d) What is your understanding of the term “ideogram” as used in the 19th century as a form of communication? [4 Marks]

SECTION B: [40 MARKS]

2. (a) Communication in a culturally diverse society poses a challenge to the communication. Explain by giving five reasons why this is so. [10 Marks]
(b) Discuss five forms of communication in the pre-literate culture. [10 Marks]
3. Using relevant examples, discuss the influence of news media on attitudes, opinions, lifestyles and behavior. [20 Marks]
4. Communication history is not just a matter of new technologies; rather it involves a complete social human process of transformation. Demonstrate your understanding of this statement. [20 Marks]

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5. (a) Explain the process of communication in the transactional model. [10 Marks]

(b) An audience analysis is key to effective media communication in society. Explain why this is so. [10 Marks]

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