

CHUKA



UNIVERSITY

**UNIVERSITY SUPPLEMENTARY/SPECIAL EXAMINATIONS.**

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN COMMUNICATION AND MEDIA.**

**COMM 100: INTRODUCTION TO COMMUNICATION**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 23/07/2018**

**8.30 A.M - 10.30 AM**

**INSTRUCTIONS:**

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

**SECTION A: [30 MARKS]**

1. (a) Define the following terms

- (i) Stereotyping
- (ii) Advertisement
- (iii) Mass communication
- (iv) Public relations

[4 Marks]

(b) Name five (5) components of the communication process and explain how each of them functions during this process.

[10 Marks]

(c) Discuss the influence of news media on activities, opinions, lifestyle, culture and behavior.

[16 Marks]

**SECTION B: [40 MARKS]**

2. (a) State and evaluate the importance of online news media in the world today. [10 Marks]

(b) Words in and of themselves have no meaning: - Present a comprehensive discussion of all the implications in this statement. [10 Marks]

3. The digital technology underlying the internet is changing the news media industries that were built around older mass media. What are these changes? Discuss. [20 Marks]

**COMM 100**

4. (a) State and explain characteristics of various segments of media audiences. [10 Marks]

(b) A public communication message is usually divided into four parts. Name these parts and then explain the function of each. You may illustrate your explanation by selecting a topic on which you could construct a public message (speech). [10 Marks]

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