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CHUKA



UNIVERSITY

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**UNIVERSITY EXAMINATIONS**

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

**BSIS 261: COMMUNICATION AND MEDIA STUDIES**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 06/12/2018**

**2.30 P.M – 4.30 P.M**

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**INSTRUCTIONS**

- Answer three questions
- Question one is compulsory
- Write legibly
- Exam cheating is a serious offence

**SECTION A: 30 MARKS**

1. (a) The history of communication is mankind's search for ways to improve upon shouting. Explain. [10 marks]  
(b) Using a well labeled diagram describe the communication process. [20 marks]

**SECTION B 40 MARKS**

2. Discuss the concept of psychological noise from consistency theory research approach. [20 marks]
3. The development by Gutenberg in Germany of movable type in 1439 brought about true mass communication. Justify. [20 marks]
4. Demonstrate your understanding of the agenda setting role of the media. [20 marks]
5. Media critics complain that most TV programming is nothing more than mindless pieces with no education or artistic value. Argue for or against this statement. [20 marks]

