

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

DJMC 0111: INTRODUCTION TO MASS COMMUNICATION

STREAMS: DIPLOMA DJMC

TIME: 2 HOURS

DAY/DATE: MONDAY 16/12/2024

2.30 P.M – 4.30 P.M.

QUESTION ONE IS COMPULSORY

SECTION A

1. Television has undergone immense transformation since invention courtesy of internet and technology. Television watching is no longer a communal activity but a personal escape. Analyze this statement. (20 marks)
- b. Discuss the role of mass media in conflict prevention and resolution. (10 marks)

SECTION B

2. In reference to the agenda setting theory, discuss the role of mass media in shaping politics in Kenya. (20 marks)
 3. Explain the effects of citizen journalism on the coverage of news by the mass media. (20 marks)
 4. The modern-day radio has moved from being an audio only medium to an audio-visual medium. Do you agree with this statement? Discuss. (20 marks)
 5. Social media platforms have transformed the world into a global village. Examine this statement. (20 marks)
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