

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: WEDNESDAY 18/12/2024

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

QUESTION ONE IS COMPULSORY

SECTION A

1. a. Despite the emergence of the New media courtesy of the internet, Television still remains a significant source of news, education and entertainment. Discuss.

[20Marks]

- b. State and explain elements of communication.

[10Marks]

SECTION B

2. Interviewing is an integral aspect of good journalism. As such, there is no journalist who is not a good interviewer. Explain. [20Marks]
3. With examples, analyze FIVE programming techniques in a radio station setting. [20Marks]
4. The social media has changed the existing flow of mass communication that is from “few to many” communication. Clearly illustrate the meaning of this statement. [20Marks]
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 your audience. [20Marks]

