



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS MAY – AUGUST 2018 SEMESTER

DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

COURSE CODE: DJMC 011

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION

DATE: 8 AUGUST 2018

TIME: 11.30 AM – 2.30 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: *All exam rooms are under CCTV surveillance during the examination period.*

SECTION A: COMPULSORY

Question One

- a) Distinguish the following terms:
- i. interpersonal communication and intrapersonal communication.
 - ii. Group communication and public communication
 - iii. Verbal and non-verbal communication **[10 marks]**
- b) Feedback in mass communication is said to be delayed, indirect and limited. Explain the meaning of this statement **[10 marks]**
- c) Most television users now prefer to use flat screen television and home theatre electronics gadgets in their home. What specific characteristic of the media of mass communication is responsible for such growing interest? **[8 marks]**
- d) Explain the elements of communication **[7 marks]**
- e) Describe your understanding of mass communication **[5 marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

- a) Describe the nature of audiences for mass communication **[10 marks]**
- b) Explain the role of media in society **[10 marks]**

Question three

- a) Discuss the concept of the following theories and their impact on mass media
- i. Agenda setting theory
 - ii. Gatekeepers theory **[10 marks]**
- b) Explain the principles of journalism **[10 marks]**

Question Four

- a) Using any media product to support your answers, explain how violence has been portrayed. **[10 marks]**
- b) Why is the surveillance function of the media regarded as fundamental to journalistic practice? **[10 marks]**

Question five

- a) Explain 5 roles of media council of Kenya **[10 marks]**
- b) Explain 5 barriers to effective communication **[10 marks]**

Question six

- a) Radio as a medium of mass communication is said to have the highest number of audience and widest reach. Give reason for your answer. **[10 marks]**
- b) Explain the challenges facing media in Kenya **[10 marks]**