



# **GRETSA UNIVERSITY - THIKA**

**UNIVERSITY EXAMINATIONS  
JANUARY - APRIL 2021 SEMESTER**

**DIPLOMA IN JOURNALISM AND MASS  
COMMUNICATION**

**COURSE CODE: DJMC 011**

**COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION**

**DATE: 07 MAY 2021**

**TIME: 8:00 AM – 11:00 AM**

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**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) Explore mass media techniques used in mass communication [15 Marks]
- b) Extrapolate the ways and means used in old media [5 Marks]
- c) Derive some elements of new media in Kenya [5 Marks]
- d) Explain media monitoring role in different organizations in Kenya [10 Marks]
- e) Exhaust the meaning public opinion term in the Kenyan society [5 Marks]

**SECTION B: ANSWER ANY THREE QUESTIONS**

**QUESTION TWO**

- a) Using examples, discuss the educative role of media in the society [15 Marks]
- b) Illustrate the sources of broadcast media using suitable examples [5 Marks]

**QUESTION THREE**

- a) Using examples from Kenyan media, asses five impacts of print media [5 Marks]
- b) Discuss the role of media in corona pandemic reporting [15 Marks]

**QUESTION FOUR**

- a) Describe segmentation of audiences in film industry [15 Marks]
- b) Pin point the disadvantages of news dynamics in Kenya [5 Marks]

**QUESTION FIVE**

- a) Give out advantages of journalistic skills application in any environment [5 Marks]
- b) Specify weaknesses experienced in journalism as a career in Kenya [10 Marks]