**MOI UNIVERSITY**

**SCHOOL OF HUMAN RESOURCE DEVELOPMENT**

**DEPARTMENT OF COMMUNICATION STUDIES**

**2ND YEAR 1ST SEMESTER EXAMINATIONS: 2012/2013 ACADEMIC YEAR**

**MAIN, ELDORET WEST, NAIROBI AND MOMBASA CAMPUSES ONLY**

**COURSE TITLE: INTRODUCTION TO MASS MEDIA.**

**COURSE CODE: CMM 2001.**

**MAIN 150, KIPPS 50, NAIROBI 50, MOMBASA 25, 24/7/2013. 9-12 NOON.**

**Instructions to candidates: Answer Four Questions. Question ONE is COMPULSORY.**

1. Moi university is having their annual open day. As a communication specialist you have been invited to give a clear definition of mass media and a brief talk on the following topics (25marks)
2. Characteristics of mass media
3. Elements of mass media
4. Functions of mass media
5. Discuss four categories of mass media structure (15 marks)
6. Give an overview on the following (15 marks)
7. Lasswell model
8. Agenda setting theory
9. Authoritarian media theory
10. Mass media is said to have strong and powerful impact. Explain five effects. (15 marks)
11. Mass media influence culture; culture influence mass media. Discuss (15 marks)
12. Print media has made a lot of contribution to literature. (15 marks)
13. State five factors that contributed to its growth.
14. List five disadvantages of newspaper
15. Explain briefly the different forms of mass media.