

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2015/2016**

**YEAR I SEMSTER I EXAMINATION FOR THE DEGREE OF BACHELOR OF CORPORATE COMMUNICATION AND MANAGEMENT**

**HCC 2104: INTRODUCTION TO MASS COMMUNICATION**

**DATE:DECEMBER 2015 TIME: 2 HOURS**

**Instructions**: **Answer question one and any other two questions.**

QUESTION ONE (30 MARKS)

a. i. Attempt a definition of mass communication. (2 marks)

ii. Discuss the process of mass communication. (4 marks)

iii. What are the key components of mass communication. (4 marks)

b. Mass media convey meanings to a large and anonymous audience with an aim of achieving some effect. With relevant examples, discuss any two theories that explain mass media effects on audience. (10 marks)

c. With examples, discuss any three kinds of noise a mass communicator may have to overcome to make communication process effective. (6 marks)

d. Differentiate between journalism and mass communication. (4 marks)

QUESTION TWO

a. How significantly different is print from electronic media? (12 marks)

b. Outline any three key canons in mass communication. (3 marks)

QUESTION THREE

The newspaper business/industry in Kenya has come a long way since inception in 1900s. Trace the history of newspapers in Kenya up to 2000s. (15 marks)

QUESTION FOUR

a. State any three sources of revenue for the main stream media in Kenya. (3 marks)

b. Book readership among the youth in Kenya has continued to decline in the past two decades. Discuss the cause of this trend. (6 marks)

c. You work for a leading book publishing company in Kenya and your supervisor has requested you to take new interns through the process of book publishing. What are the major departments and their roles that you would include in your notes?

(6 marks)

QUESTION FIVE

a. Draw out the dichotomy between mass communication and human communication.

(6 marks)

b. Discuss any three mass media ownership patterns citing Kenyan examples.

(8 marks)