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MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR
THE CERTIFICATE IN COMMUNICATION AND MEDIA
(CITY CAMPUS)

**ACJM 0010: INTRODUCTION TO MASS
COMMUNICATION**

Date: 16th July, 2013

Time: 2.00 – 4.00 p.m.

INSTRUCTIONS

- ♦ Answer Question ONE and any other TWO questions.

Instructions

2 Hours

Answer question one and any other two questions

1. a) Define the following terms;

i). Communication

ii). Mass Communication

(4Mks)

b) State and explain the process of communication (12Mks)

c) What are the principles of effective communication? Explain (14Mks)

2. Outline barriers to effective communication and ways of overcoming them. (20Mks)

3. Explain the advantages of newspapers over television and radio. (20Mks)

4. Explain the roles, functions and responsibilities of Mass Communication in the society (20Mks)

5. What advantages has the advancement in technology brought to journalism? (20Mks)