

CHUKA



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**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF ARTS (COMMUNICATION & MEDIA)**

COMM 105: INTRODUCTION TO MASS COMMUNICATION

STREAM: B.A. (COMM) Y1S2

TIME: 2 HOURS

DAY/DATE: FRIDAY 15/4/2011

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

1. Answer all questions in Section A and ONE question in Section B.
2. Please write legibly.

SECTION A:

1. (a) What is mass communication? [5 marks]
(b) The importance of mass media in society can be defined by their functions. Name and explain FIVE of these functions as presented in class. [10 marks]
2. There are at least FOUR unique models of mass communication. Name them and briefly explain how each of them uniquely represents the process of mass communication. [15 marks]
3. (a) Define the Uses and Gratification Theory. [5 marks]
(b) Using examples from your own life experience, illustrate how the proposition presented in the theory explain how you use the media. [10 marks]
4. (a) What is Genre in mass communication? [5 marks]
(b) What is the use of Genre in the production and 'consumption' of mass media content? [10 marks]

SECTION B:

Answer only ONE Question in this Section.

1. “It is not in the best interest of the media to ‘self-regulate’. Present a comprehensive discussion of all the implications of this statement. [10 marks]

2. Under what circumstances can the media have significant influence on the outcome of events such as the general elections? Illustrate your explanation by selecting a recent event in Kenya or Africa and use it to show how media influenced how it unfolded. [10 marks]
