**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2017/2018 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF INFORMATION SCIENCE AND KNOWLEDGE MANAGEMENT**

**COURSE CODE: ISK 112**

**COURSE TITLE: COMMUNICATION, MASS MEDIA AND SOCIETY.**

**DATE: 1/2/2018**

**TIME: 2.00 P.M-5.00 P.M**

**INSTRUCTIONS:**

ANSWER **QUESTION ONE** AND ANY OTHER **TWO** QUESTIONS.

**QUESTION ONE**

a) Define the following terms as used in communication: (2 marks each)

i. Channel noise

ii. Censorship

iii. Gate keeping

iv. Genre

v. Encoding

b) Give the **FOUR** main differences between the linear and transactional models of communication. (8 marks)

c) Discuss any **SIX** characteristics of a communication channel that determine its effectiveness. (12 marks)

**QUESTION TWO**

a) Discuss any **FOUR** differences between mass communication and interpersonal communication. (8 marks)

b) Discuss any **FOUR** of the following Normative Theories of press: (12 marks)

i. Authorization

ii. Social responsibility

iii. Libertarian

iv. Democratic-participant

v. Soviet communist

**QUESTION THREE**

a) Discuss the **FIVE** ages in communication evolution citing major developments in each age. (10 marks)

b) Discuss the **TWO** main factors that have influenced the development of the Kenya Broadcasting Corporation. (10 marks)

**QUESTION FOUR**

Discuss the **FOUR** main factors determining the ability of mass communication to persuade. (20 marks)

**QUESTION FIVE**

a) Using examples, describe any **FIVE** key concepts of media literacy. (10 marks)

b) Using examples, discuss the **FIVE** ethical standards that guide news gathering among media personnel. (10 marks)