



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR
DIPLOMA IN JOURNALISM AND MASS MEDIA**

CITY CAMPUS - REGULAR

ADJM 0100: INTRODUCTION TO MASS MEDIA

Date: 5th June, 2017

Time: 9.00 – 12.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO



1. a) Distinguish mass communication from other types of communication

(8 marks)

b) ~~With the aid of the Shannon and weaver's communication model,~~
describe the communication process (12 marks)

c) Explain any five barriers to effective communication and provide their possible solutions (10marks)

2. a) Explain the contemporary issues in the newspaper industry (10 marks)

b) Explain the history of newspapers under the following periods

i) The industrial revolution (3marks)

ii) Penny press period (3marks)

iii) Yellow journalism (4marks)

3. a) Explain the various types of radio (10marks)

b) What are the advantages of radio over other forms of media? (10marks)

4. Explain the impact of the internet on other forms of mass media (20 marks)

5. Describe the major periods in the early history of TV (20 marks)
