

W1-2-60-1-6

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2017/2018**

**STAGE I EXAMINATION FOR THE DIPLOMA IN MASS COMMUNICATION**

**HSC 0101: INTRODUCTION TO MASS COMMUNICATION**

**DATE: AUGUST 2018 TIME: 1 ½ HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (20 MARKS)**

1. Describe FIVE importance of Mass Communication to the society. [10 marks]
2. Discuss FIVE characteristics of Mass Communication to the target audience. [10 marks]

**QUESTION TWO (20 MARKS)**

Discuss the following channels as used in Mass Communication;

1. Print Media [7 marks]
2. Broadcast media [8 marks]
3. New Media [5 marks]

**QUESTION THREE (20 MARKS)**

1. Highlight with examples the elements of Mass Communication. [10 marks]
2. State examples of the following Mass Communication channels;
3. International newspapers [2 marks]
4. Entertainments [2 marks]
5. Film Industries [2 marks]
6. Global news agencies [2 marks]
7. Local radio stations [2 marks]

**QUESTION FOUR (20 MARKS)**

1. State Aspects of Mass Communication. [5 marks]
2. Discuss the impacts of the following Mass Communication discoveries in early 70’s
3. Printing [5 marks]
4. Writing [5 marks]
5. Telegraph [2 marks]
6. Language [3 marks]