

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

FIRST YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES

COMM 122: INTRODUCTION TO MASS COMMUNICATION

STREAM: R

TIME: 2 HRS

DAY: THURSDAY (8.30-10.30AM)

DATE: 18/4/24

THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



INSTRUCTIONS: Answer question **ONE** and any other **TWO** questions

QUESTION ONE (30 MARKS)

- a) The history and evolution of mass communication are marked by significant technological advancements that have transformed the ways information is disseminated and received across societies. With concrete examples, discuss three of these stages in the technological advancements (9 marks)
- b) With adequate example, explain three effects of mass society theory on culture (9 marks)
- c) Radio as a means of mass communication has undergone different stages of development. Show your understanding of the last two stages of this development (4 marks)
- d) What is your understanding of the following concepts in this course unit as treated in class? (8 marks)
 - i) Electronic Media.
 - ii) Mass communication.
 - iii) Genres of Mass Communication.
 - iv) Mass Society Theory.

QUESTION TWO (20 MARKS)

List and demonstrate your understanding of **FIVE** roles of mass communication in society (20 marks)

QUESTION THREE (20 MARKS)

- i. State and discuss the **THREE** mass communication research approaches that help scholars and researchers understand the complex nature of communication in society (12 marks)
- ii. List and explain **FOUR** effects of Mass Society theory on individual behavior (8 marks)



QUESTION FOUR (20 MARKS)

The print media has evolved over time as discussed in class. What therefore can you point out as influences of print media on public opinion and information dissemination. Explaining **FOUR** of these influences (20 marks)

QUESTION FIVE (20 MARKS)

Critically analyse **FIVE** predictions and speculations about the future of mass communication using concrete examples (20 marks)

