



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES  
BACHELOR OF COMMUNICATION & PUBLIC  
RELATIONS**

**COURSE CODE: CPR 3205  
COURSE TITLE: INTERNATIONAL  
COMMUNICATION**

**DATE: 23<sup>RD</sup> APRIL 2019**

**TIME: 2.30PM-4.30PM**

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**INSTRUCTIONS TO CANDIDATES**

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

*This paper consists of TWO printed pages. Please turn over.*

**Question 1**

(i) What do you understand by the term, international communication?  
(5 marks)

(ii) Why is the study of international communication important for students of communication and public relations/communication and journalism?  
(10 marks?)

iii. Identify and describe any 3 concepts of mass communication.  
(15 marks)

**Question 2**

Describe the relationship between globalization, technology and their relevance in international communication  
(20 marks)

**Question 3**

Multinational ownership and control is a danger to the countries in the south. Discuss.  
(20 marks)

**Question 4**

Discuss the concept of cultural imperialism as an exploitative tool. Who is to blame? The North or the South?  
(20 marks)

**Question 5**

Identify any 2 theories of mass communication and discuss their contribution to the study of international communication.  
(20 marks)

**Question 6**

Explain the role of the following terms as used in the discipline of international communication.

a. Propaganda  
(10 marks)

b. Development of third world economies  
(10 marks)

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