



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF ARTS, HUMANITIES SOCIAL SCIENCES
& CREATIVE INDUSTRIES
BACHELOR OF ARTS**

**COURSE CODE: LAC 1212 - 1
COURSE TITLE: LANGUAGE AND MASS
COMMUNICATION**

DATE: 18TH APRIL 2023

TIME: 1100 - 1300 HRS

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 3 printed pages. Please turn over

Question ONE

a). Describe the concept of communication and Mass Communication as applied in the study of language and Mass communication. **(5 marks)**

b) Discuss the role of Mass Communication under the following sub-headings.

- I. Correlation **(3 marks)**
- II. Surveillance **(3 marks)**
- III. Transmission of Culture **(3 marks)**
- IV. Social mobilization **(3 marks)**
- V. Status Conferral **(3 marks)**

Question TWO

With clear and relevant illustrations critique the media of mass communication **(15marks)**

Question THREE

Mass communication is grounded on several theories to justify its existence, discuss the theories in Mass Society theory. **(15 marks)**

Question FOUR

“News writing is an art whose skills have to be acquired.....the journalist employs the necessary tools of words or language in their appropriate forms to accomplish his work”. Discuss this statement in the light of good journalistic writing. **(15marks)**

Question FIVE

Account for the uniqueness of the language of journalism. **(15 marks)**

//END//