



**REGULR UNIVERSITY EXAMINATIONS**  
**2022/2023 ACADEMIC YEAR**  
***FOURTH* YEAR / *SECOND* SEMESTER**  
**SCHOOL OF ARTS HUMANITIES SOCIAL**  
**SCIENCES & CREATIVE INDUSTRIES**  
**COMMON COURSE**  
**COURSE CODE: *CMJ 4213***  
**COURSE TITLE: *INTERNATIONAL***  
***COMMUNICATION***

DATE:

TIME:

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**INSTRUCTIONS TO CANDIDATES**

1. Answer question ONE and any TWO questions

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



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF ARTS, HUMANITIES, SOCIAL  
SCIENCES AND CREATIVE INDUSTRIES**

**BACHELOR OF COMMUNICATION &  
JOURNALISM**

**COURSE CODE: CMJ 4213**

**COURSE TITLE: INTERNATIONAL  
COMMUNICATION**

**DATE: 25/4/2023**

**TIME: 0830-1030**

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**INSTRUCTION TO CANDIDATES**

**Answer question 1 and any other two**

### QUESTION ONE (30 MKS)

- a) Define International communication (5mks)
- b) Justify the Saying “To live is to communicate and to communicate is to live”. (10mks)
- c) Discuss five key points that necessitate the need for International communication. (5mks)
- d) Discuss the common terms in various definitions of International communication offered by communication scholars (10mks)

### QUESTION TWO (20MKS)

International communication transcends dissemination of foreign news in the local or national media. International communication activities arise from international interaction; cultural sharing; interdependency of people of different regions, states or governments. Mention and explain the international activities that generates international communication (20mks)

### QUESTION THREE (20MKS)

- a) Describe how the media aid international communication? (10mks)
- b) Discuss the introduction of new media and its implication on international communication(10mks)

### QUESTION FOUR (20MKS)

- a) External controls are external pressure that affect directly or indirectly the output of international media. Mention and explain various external controls that affect international media. (12mks)
- b) Ideological discourses are the issues or attitudes debated over in the media which form part of everyday life in our society. Discuss some of the subjects that forms the basis of our social rules and practice in international communication (8mks)

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