



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

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

COURSE CODE: CMJ 1103-1

**COURSE TITLE: INTRODUCTION TO MASS
COMMUNICATION**

DATE: 5/2/ 2024

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

Question ONE is compulsory
Answer any other TWO questions

QUESTION ONE

- i. Trace the history of mass communication (14mks)
- ii. Describe any 3 types of mass communication. (6mks)

QUESTION TWO

- i. Discuss how digitization has impacted traditional mass media. (10mks)
- ii. List Five features of the internet. (5mks)

QUESTION THREE

Using appropriate examples, briefly discuss the following theories as used in mass communication;

- i. The Uses and Gratification Theory (3mks)
- ii. Authoritarian theory (3mks)
- iii. Agenda setting theory(3mks)
- iv. The magic bullet theory (3mks)
- v. Social Responsibility theory (3mks)

QUESTION FOUR

- a. Differentiate between the Gate Keeping and Two-Step Flow models of mass communication (4mks)
- b. Justify the assertion '*television as a mass communication medium has a role to play in society and beyond*' (11mks)

QUESTION FIVE

- i. Discuss SIX elements of mass communication (12mks)
- ii. List 3 key trends shaping the future of media and the changing role of the journalist (3mks)

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