



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: 23RD APRIL 2019

TIME: 2.30PM-4.30PM

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)

//END//