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)