



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER

SCHOOL OF ARTS & SOCIAL SCIENCES
B.A LANGUAGE AND COMMUNICATION
(CORPORATE COMMUNICATION) & B.ED

COURSE CODE : LAC 4215
COURSE TITLE : HEALTH COMMUNICATION

DATE: 26/4/2023

TIME: 0830-1030 HRS

INSTRUCTIONS TO CANDIDATES

Question **ONE** is compulsory
Answer any other **TWO** questions

This paper consists of 2 printed pages. Please turn over

1a) Provide a detailed definition of Health Communication. (10mks)

b) Discuss the key characteristic of Health Communication in the 21st century.
(10mks)

c) Discuss any five barriers to effective provider-patient communications.
(10mks)

2. Examine any **four** theories of Health Communication. (20mks)

3. With specific reference to health communication, discuss any 5 major implications of potential tension between patients' health beliefs and desires.
(20mks)

4.a) Explain with relevant illustrations the power of Mass Media in Health care decisions. (10mks)

b) Discuss the challenges facing the field of Health communication. (10mks)

5. Discuss the pros and cons of Health Communication. (20mks)

//END//