



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER

SCHOOL OF SCIENCE AND INFORMATION SCIENCES
BACHELOR OF SCIENCE

COURSE CODE: INS 1106

COURSE TITLE: INTRODUCTION TO
COMMUNICATION AND MASS MEDIA

DATE: 3RD DECEMBER, 2018

TIME: 1100 - 1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

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

QUESTION ONE (COMPULSORY) (30 Marks)

- a. With the help of examples, differentiate between the following forms of communication. **(12 Marks)**
- Interpersonal communication
 - Mass communication
 - Non-verbal communication
- b. Make brief notes on the following terms as used in mass communication. **(8 Marks)**
- Digital media
 - Print media
 - Outdoor media
 - Broadcast media
- c. The political transition from the British colony to an independent country was mirrored by changes in the mass media in Kenya. Discuss. **(10 Marks)**

QUESTION TWO

- a. Lasswell's model of communication is regarded by many communication and public relations scholars as "one of the earliest and most influential communication models." Discuss. **(10 Marks)**
- b. Discuss the importance of media regulation. **(10 Marks)**

QUESTION THREE

- a. H.M. Innis, founder of Toronto School, attributes social change to successive ancient civilization of the prevailing and dominant models of communication. Mass communication & Social Change Theory serves **TWO** important functions. **(10 Marks)**
- b. With the help of examples, discuss **FIVE** Media of mass communication. **(10 Marks)**

QUESTION THREE

- a. Discuss the impact of mass communication on the following areas. **(10 Marks)**
- i) Politics
 - ii) Businesses
 - iii) Social interaction
 - iv) Education
- b. Discuss the **FIVE** aspects of mass communication. **(10 Marks)**

QUESTION FOUR

There are **FOUR** categories used to describe the different functions communication. The distinctions between these functions are not very clear. When we look at the function of any communication event, we have to consider it from the point of view of the sender rather than the point of view of the receiver. Discuss. **(20 Marks)**

//END