



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

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

COURSE CODE: CMJ 1103-1

**COURSE TITLE: INTRODUCTION TO MASS
COMMUNICATION**

DATE: 6TH APRIL, 2022

TIME: 1100-1300

INSTRUCTIONS TO CANDIDATES

- 1. Answer question ONE and any other TWO questions**

1. a) Define 'Mass Communication'? **(2 marks)**
 - b) Explain any four reasons as to why you will not classify a village elder's baraza under mass communication? **(4 marks)**
 - c) Discuss any THREE models of mass communication **(9 marks)**
 - d) Describe FIVE aspects of mass communication. **(5 marks).**
2. Write short notes on the FIVE basic theories of mass communication **(15 marks)**
 3. Using examples, discuss the reasons as to why the media is important in society **(15 marks)**
 4. Compare and contrast mass communication and general communication **(15 marks)**

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