



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR  
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES  
BSc COMMUNICATION & PUBLIC  
RELATIONS/JOURNALISM**

**COURSE CODE: CMJ 1103-1**

**COURSE TITLE: INTRODUCTION TO MASS  
COMMUNICATION**

**DATE: 16TH DECEMBER, 2022**

**TIME: 0830 - 1030HRS**

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**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

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

a) Define 'Mass Communication'? (2 marks)

B) Discuss the FIVE aspects of mass communication. (10 marks).

C. Write brief notes on the following theories (08 marks)

- i. Agenda Setting theory (2 marks)
- ii. Two Step flow theory (2 marks)
- iii. Uses and Gratification theory (2 marks)
- iv. Cognitive Dissonance theory (2 marks)

2. You have been commissioned by Ministry of Health to create awareness about cancer during the cancer awareness month. The message is supposed to reach as many Kenyans as possible and your task is to advise on the best media to use and package the message for dissemination through the media you settle on.

(a) Which media will you use? (4 marks)

(b) Explain six main reasons why you will use the media you have chosen. (11 marks)

### **QUESTION THREE**

a) Discuss the agenda setting theory (10mks)

b) What are the salient features of authoritarian theory? (5mks)

### **QUESTION FOUR**

With the use of examples discuss the Major functions of Mass Communication in society (15 marks).

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