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SCHOOL OF COMMUNICATION AND COMPUTER STUDIES
DEPARTMENT OF COMMUNICATION STUDIES
CERTIFICATE IN COMMUNICATION
FINAL EXAM
JANUARY-APRIL 2024/2025 SEMESTER
MODE: REGULAR
LIMURU CAMPUS
CCOM 1105: INTRODUCTION TO MEDIA

DATE: APRIL, 2025 **TIME: 2 HOURS**

INSTRUCTIONS: Answer All Questions in SECTION A and Attempt two Questions in Section B.

SECTION A: Answer All Questions

Question 1

a) Define the term "Mass Media." (3 Marks)

b) Explain the concept of "Media Convergence." (3 Marks)

c) Highlight four ways media influences social issues such as privacy. (4 Marks)

d) State two significances of media language and coding. (2 Marks)

e) Explain the term "Global Village" in relation to media. (3 marks)

f) Describe three main functions of mass media. (6 Marks)

g) Analyze three ways media has changed over time in Kenya. (6 Marks)

h) List three ways media influence our worldview. (3 Marks)

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SECTION B: ANSWER ANY TWO QUESTIONS

Question 2

a) Discuss the evolution of media over time. (6 Marks)

b) Compare media, electronic media, and social media. (6 Marks)

c) Explain three roles of media language in shaping media messages. (3 Marks)

Question 3

a) Explain the following mass media theories:

i) Agenda-setting theory (3 Marks)

ii) Media effects theory (3 Marks)

iii) Media influence theory (3 Marks)

b) Assess how mass media shape public perception with examples. (6 Marks)

Question 4

a) Explain three ways in which media impacts society. (6 Marks)

b) Discuss three ways globalization affects the media. (6 Marks)

c) Highlight three privacy concerns raised due to media influence (3 Marks)

Question 5

a) Explain the importance of disaggregation and convergence in media. (6 Marks)

b) Explain three disadvantages of media convergence. (6 Marks)

c) Evaluate why some media companies prefer disaggregation over convergence. (3 Marks)

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