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

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

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

SECTION A: Answer all Questions

Question 1 [30 marks]

(a) Define the term mass communication in your own words.
(2 marks)

(b) Describe three effects of mass media in the society.
(3 marks)

(c) Using examples demonstrate your understanding of the Agenda setting theory and its application to media.
(10 marks)

(d) State four (4) factors that determine mass media coverage.
(2 marks)

(e) Propose three (3) benefits of media convergence.
(3 marks)

(f) With the aid of examples illustrate how media has influenced the audiences' privacy.
(10 marks)

SECTION B: Answer any two questions

Question 2 [15 marks]

(a) As a reporter, you have been assigned by your media house to write a story on media development.

(i) Identify two main mass media commonly used for mass communication.

(2 marks)

(ii) For the two mass media, illustrate how they have changed over time.

(8 marks)

(b) Discuss your understanding of the concepts "global village" and "media coding".

(5 marks)

Question 3 [15 marks]

(a) List two types of traditional media that has contributed to the growth of mass communication.

(1 mark)

(b) Describe three types of electronic media.

(6 marks)

(c) Audience is an important component of mass communication. Discuss how media has affected the culture of various audiences.

(8 marks)

Question 4 [15 marks]

(a) Describe five differences between traditional and new media.

(5 marks)

(b) Summarize five features of the social media that help to promote effect online interactions.

(5 marks)

(c) Discuss the five basic functions performed by the media.

(10 marks)

Question 5 [15 marks]

(a) Using examples, explain the following concepts as used in mass communication.

(i) Mass media

(3 marks)

(ii) Media effects

(3 marks)

(iii) Globalization

(3 marks)

(iv) Mass audience

(3 marks)

(b) Demonstrate what you understand by the term "media language" as used in media studies.

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(3 marks)

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