



School of Communication, Languages and Performing Arts
Department of Communication

August 2017 Semester
COM 231X: Introduction to Mass Media
Final Exam
Time: 2 hours

Instructions:

1. Answer all questions in section A and ONE from Section B.
2. The exam is two hours long
3. This is not an open book exam. Any form of cheating will lead to immediate dismissal from the exam room. The candidate will earn a failing grade
4. Follow the instructions
5. Write legibly

SECTION A: COMPULSORY.

Answer ALL questions

1. Define and explain the following terms. (You are free to use illustrations where necessary).
 - a. Media Literacy (5 marks)
 - b. Lasswell's model of communication (5 marks)
2. Using examples discuss three challenges facing the Kenyan media industry today that we have discussed in class (15 marks)
3. Evaluate the role supporting industries such as Advertising and PR play in the development of mass media (15 marks)

SECTION B (ANSWER ONE QUESTION)

4. Explain the history, development and future of one of the following industries: Newspapers and books, film, radio, television, or the internet (15 marks)

OR

5. Mass media influences culture, and culture also influences the mass media. Using examples, discuss this statement (15 marks)

Total: 55 marks