



**SCHOOL OF COMMUNICATION  
LANGUAGES AND PERFORMING ARTS  
DEPARTMENT OF COMMUNICATION**

**January 2015 Semester**

**COM 231 A, B, C & T: Introduction to Mass Communication**

**Final Exam**

**Instructions:**

1. The exam is two hours long
2. 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.
3. Follow the instructions.
4. Please write legibly.
5. Answer all Questions in Sections A and Any Two Questions from B

**Section A is COMPULSORY. Answer ALL Questions.**

1. Define the following terms giving examples from the media as an illustration for each.

(i) Editorial policy

(ii) Media ethics

(iii) Advertising

(iv) Media regulation

(v) Media convergence (10 marks)

2 a) Explain the purpose of a theory (2 marks)

b) Name and explain one mass media theory (3 marks)

c) Provide examples to explain how the theory named in 2a above is relevant to mass media in Kenya today (5 marks)

3 a) i. Differentiate between a newspaper and a magazine. (2 marks)

ii. State four advantages that magazines have over newspapers. (4marks)

(b) Discuss four threats that face books in third world countries. (4marks)

**SECTION B. Answer any two questions (40marks)**

4 a) Name any four vernacular radio stations that operate in Kenya (2 marks)

b) Discuss four factors that have given rise to vernacular radio broadcasting in Kenya in the last ten years (12 marks)

c) Briefly explain at least four challenges that face modern vernacular radio stations in third world countries. (6marks)

5 a) Explain three reasons why you think social media has been difficult to regulate in Kenya (10 marks)

b) Explain three public relations activities that public relations practitioners and departments engage in (10 marks)

6 (a) Despite stiff competition from broadcast media, the newspaper industry is still huge and growing. Exhaustively discuss five reasons why the industry is not about to close shop any time soon. (10 marks)

b) i. Name two free newspapers that are published in Kenya today (2marks)

ii. Explain three factors that have necessitated the publishing and distribution of free newspapers in Kenya. (8 marks)

