

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF JORNALISM AND MASS COMMUNICATION**

COMM 100: INTRODUCTION TO COMMUNICATION

STREAMS: BA (COMM)

TIME: 2 HOURS

DAY/DATE: MONDAY 03/12/2018

11.30 AM – 1.30 PM

INSTRUCTIONS:

- **Answer Three Questions in all**
- **Question One is compulsory**

SECTION A: 30 MARKS

1. (a) Name five (5) components of communication process and explain how each of them functions during this process. [10 marks]
- (b) Explain five functions of mass media in the world today. [10 marks]
- (c) Define the following terms:
 - (i) Mass communication
 - (ii) Advertisement
 - (iii) Stereotype
 - (iv) Mass communication
 - (v) Marketing[10 marks]

SECTION B: 40 MARKS

2. Discuss five (5) ways in which language distortion occurs during communication. Choose examples from your communication experiences to illustrate your answer. [20 marks]
3. (a) Evaluate the importance of online news in the world today. [10 marks]

- (b) Explain how the process of communication in the transactional model happens. [10 marks]

marks]

4. The digital technology underlying the internet is changing the news media industries that were built around older mass media. Discuss these changes. [20 marks]
-