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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2019/2020 ACADEMIC YEAR ONE**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF INFORMATION SCIENCE AND TECHNOLOGY**

**FOR THE DEGREE OF BACHELOR OF INFORMATION SCIENCE**

**COURSE CODE: INS 106**

**COURSE TITLE: INTRODUCTION TO COMMUNICATION MASS MEDIA**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 14/02/2020 TIME: 09.00-11.00 AM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

Garissa University is having their annual open day. As a communication student you have been invited to give a clear definition of mass media and a brief writing on the following topics:

1. Five stages/milestones in the development of human communication **[10 marks]**
2. Characteristics of mass media. **[10 marks]**
3. Functions of mass media in the society **[10 marks]**

**QUESTION TWO**

Give an overview of any two of the following mass communication theory/model.

1. Lasswell model
2. Agenda setting theory
3. David Pellos model
4. Aristotle model **[20 marks]**

**QUESTION THREE**

1. Identify and explain any five forms of mass media. **[10 marks]**
2. Explain five negative impacts of mass media. **[10 marks]**

**QUESTON FOUR**

Explain each of the following media law.

1. Defamation law **[10 marks]**
2. Copyright law. **[10 marks]**

**QUESTION FIVE**

1. Differentiate between the following terms
2. Print media and electronic media
3. Slander and libel.
4. Mass communication and interpersonal communication
5. Verbal communication and non-verbal communication
6. Media law and media ethics **[10 marks]**
7. Explain mass communication process. **[10 marks]**