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UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

**FOR THE DIPLOMA IN JOURNALISM AND MASS
COMMUNICATION**

COURSE CODE: DCU 124

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION

DATE: 10TH AUGUST, 2023

TIME: 11.00AM - 1.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

TIME: 2 Hours

This Paper Consists of 3 Printed Pages. Please Turn Over. ►

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Differentiate between communication and Mass communication. (10 marks)
- b) Write a detailed note on Oral communication. (5 marks)
- c) Discuss the common barriers to Mass Communication giving suitable examples. (10 marks)
- d) Discuss the Laswell model of Communication giving advantage of the same. (5 marks)

QUESTION TWO (20 MARKS)

- a) Write short note on the following giving suitable examples of each:
- i. Mass media organisations (5 marks)
 - ii. Interpersonal Communication (5 marks)
 - iii. Mass media audiences (5 marks)
 - iv. Feedback and Noise in Mass Communication (5 marks)
 - v. Public Speaking (5 marks)

QUESTION THREE (20 MARKS)

- a) Communication is a two-way process of communication us giving using Osgood and Shramm discuss. (10 marks)
- b) Explain FIVE functions of nonverbal communication. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the impact of media on Society, giving suitable examples. (10 marks)
- b) Discuss the impact of digital Communication to society. (10 marks)