INS 114: INRODUCTION TO COMMUNICATION AND MASS MEDIA

**SECTION: A**

**Question One**

1. Outline the key stages in the development of human communication. (5marks)
2. Explain the elements in the communication process. (10marks)

1. Giving specific examples, discuss the functions of Mass Communication.(15marks)

**Question Two**

1. Explain the characteristics of communication. (10marks)
2. Outline the features of Mass Communication. (10**marks**)

**Question Three**

1. Identify and explain any five Media Laws applicable in Kenya (10marks)
2. Explain any two of the following communication models. (10 marks)

**Question Four**

1. Choose **one** media from the list below, outline its historical development, and explain its characteristics and its future prospect.

Radio

Television

Newspapers

Magazine (**10 marks)**

1. Explain any five barriers to effective communication. (10marks)

**Question Five**

1. Explain any five communication strategies that can be used in work environment.(10marks)
2. Discuss the impact of the new media on Mass Communication. (**10marks**)