



CHRISTIAN SERVICE UNIVERSITY COLLEGE

KUMASI, GHANA

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION STUDIES

END OF FIRST SEMESTER EXAMINATIONS – 2021/22 ACADEMIC YEAR

LEVEL 200

BACS 211: INTRODUCTION TO MASS COMMUNICATION

January 2022

70 Marks

Time Allowed 2:00 Hours

GENERAL INSTRUCTION TO CANDIDATES:

- Answer **Question 1** and any other **TWO (2)**.
- Present all answers in essay form.
- Marks will be awarded for clarity of expression of ideas and grammar
- Write your index number on top of the question paper

Examiner: Collins Clancy Atta Poku

Question 1:

Explain these theories of mass communication in your words citing relevant examples;

- i. Gate keeping theory
- ii. hypodermic needle or bullet theory
- iii. uses and gratification theory
- iv. agenda setting theory

30marks

Question 2:

Briefly define and explain the concepts underlying these structural elements of mass communication

- i. message
- ii. source
- iii. channel
- iv. decoding process
- v. encoding process

20 marks

Question 3:

a. Describe what noise is in relation to communication.

4marks

3b. Explain with clear examples the following types of noise in relation to communication.

- i. Semantic Noise
- ii. Physical Noise
- iii. Psychological Noise
- iv. Technological Noise

16marks

Question 4:

Explain the following forms of communication as discussed.

- i. Vertical Upward
- ii. Vertical Downward
- iii. Horizontal
- iv. Diagonal
- v. Non-verbal

20marks