



**CHRISTIAN SERVICE UNIVERSITY COLLEGE**

**KUMASI, GHANA**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF COMMUNICATION STUDIES**

**BACHELOR OF ARTS IN COMMUNICATION STUDIES**

**END OF FIRST SEMESTER EXAMINATIONS – 2018/19 ACADEMIC YEAR**

**LEVEL 200**

**BACS 211: INTRODUCTION TO MASS COMMUNICATION**

**May, 2019**

**70 Marks**

**Time Allowed: 2 Hours**

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**GENERAL INSTRUCTION TO CANDIDATES:**

- Answer **Question 2** and any other **two (2)** questions
- 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:**

What is communication?

**5marks**

**b.** Identify and briefly explain the following types and forms of communication.

- i. Downward vertical
- ii. Horizontal
- iii. Interpersonal
- iv. Intrapersonal
- v. Group

**15 marks**

**Question 2:**

Explain the theories of mass communication citing relevant examples.

**30marks**

**Question 3:**

Define and briefly explain these structural elements of mass communication.

- i. message
- ii. sender
- iii. channel
- iv. decoding
- v. feedback

**20marks**

**Question 4:**

What is **noise** in mass communication?

**5marks**

**4b.** Explain the following types of noise as discussed in class:

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

**15marks**