



# **CENTRAL UNIVERSITY**

**FAITH • INTEGRITY • EXCELLENCE**

**2016/2017 END OF 1<sup>ST</sup> SEMESTER EXAMINATION**

**DEPARTMENT OF COMMUNICATION STUDIES**

**COMS 109: INFORMATION FOR MASS COMMUNICATION**

**TIME ALLOWED: 2 HOURS**

**LEVEL 100**

**STUDENT ID No.....**

## **INSTRUCTIONS**

**CIRCLE THE CORRECT ANSWERS IN SECTION A AND ANSWER TWO (2)**

**QUESTIONS IN SECTION B**

**ALL ANSWERS MUST BE IN THE ANSWER BOOKLET**

**DO NOT TURN OVER THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO BY  
THE INVIGILATOR.**

Lecturer: Dr. Marian Tsegah

Section A

Answer all questions in this section 2marks each

1. The news and information role of the media is known as
  - a. brief
  - b. surveillance
  - c. information
  - d. transmission
  
2. .... refers to the ways an individual comes to adopt the behavior of a group.
  - a. Linkage
  - b. Socialization
  - c. Communization
  - d. Communitisation
  
3. The act of coming to know something is also referred to as
  - a. channeling
  - b. integration
  - c. cognition
  - d. prominence
  
4. The closeness of news to a person is its
  - a. consequence
  - b. timeliness
  - c. human interest
  - d. proximity
  
5. An original document containing first hand information is known as
  - a. primary source
  - b. secondary source
  - c. tertiary source
  - d. electronic source

6. The act of going through archives to find what is done before and to replicate it is known as a
  - a. research
  - b. literature review
  - c. hypothesis
  - d. questionnaire
  
7. The type of citation whereby numbers are used in a sequential manner in the text is also called the..... system.
  - a. numeric
  - b. alphabetical
  - c. numbering
  - d. guide
  
8. A document sourced by a person not who was not present at the time of the event is a ..... source.
  - a. primary
  - b. secondary
  - c. tertiary
  - d. electronic
  
9. Gazettes or atlases are books in which ..... are stored.
  - a. words
  - b. names and addresses
  - c. a person's work
  - d. places or maps
  
10. The APA citation style was developed by the
  - a. American Physiological Agency
  - b. Australian Physical Authority
  - c. American Psychological Association
  - d. American Physical Agency

11. Almanacs are usually a store of
- a. profiles of people
  - b. general information
  - c. facts and statistics
  - d. periodicals
12. The act of acknowledging a source referenced in a text is known as
- a. quotation
  - b. appendage
  - c. citation
  - d. guide
13. Research is normally conducted to ..... for new evidence.
- a. refute
  - b. deny
  - c. search
  - d. censure
14. The role of the media in providing further information on the meaning of news items is
- a. translation
  - b. entertainment
  - c. interpretation
  - d. transmission
15. An encyclopedia is a clear example of a ..... source of information.
- a. primary
  - b. tertiary
  - c. electronic
  - d. secondary

16. The requirement of noting the surnames and year of publishing a text is known as the ..... system.
- alphabetical
  - numerical
  - name and date
  - biographical
17. The following are weakness of a primary source of information except that they
- are biased in nature
  - may be difficult to read
  - are not objective
  - offer insight into ones emotional state.
18. The ability of the media to release audiences from boredom is described as
- digression role
  - diversion role
  - release role
  - escapist role
19. Human interest stories concern ..... people who find themselves in the unique situations.
- popular
  - ordinary
  - popular
  - renowned
20. Any interaction aimed at an audience with an objective in mind is also known as
- communication
  - information
  - interaction
  - message

21. The functions of an editor include all the following except

- a. decide which stories are to be covered.
- b. write copy for stories.
- c. determine the time given to a news item
- d. assign cost to news items

22. The best approach to get information out of your news source is to be

- a. illusive.
- b. evasive.
- c. in control.
- d. persistent

23. Using the Boolean Search system allows the researcher to

- a. explore all options on the internet
- b. Seek worldwide answers to question
- c. narrow down information obtained from the internet
- d. narrow down questions keyed into the internet

24. The following are all examples of print materials except

- a. diaries
- b. newspapers
- c. radio broadcasts
- d. letters

25. A strong feature of secondary sources is the ..... value it usually has.

- a. reference
- b. research
- c. fluid
- d. editing

## SECTION B

Answer any two (2) questions

25 marks each

1. Define the term "research" and discuss the various steps that you will follow in conducting any communication research.
2. Explain primary research as a source of information and give five (5) disadvantages of it.
3. Discuss any five (5) characteristics you will expect to find in a news report.
4. Explain (5) roles the media plays in an individual's life.