



CENTRAL UNIVERSITY

END OF FIRST SEMESTER EXAMINATION 2017/2018

DEPARTMENT OF COMMUNICATION STUDIES

COMM 109: Information for Mass Communication

TIME ALLOWED: 2 ¼ HOURS

LEVEL 200

INSTRUCTIONS:

ANSWER ANY THREE (3) QUESTIONS IN THE ANSWER BOOKLET.

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

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Lecturer: Lawrence A. Asafo-Agyei

ANSWER ANY THREE (3) QUESTIONS.

1. Describe **four (4)** essential qualities of a communicator **(20 MARKS)**.

2. Explain the following: **(20 MARKS)**
 - a. Sender
 - b. Receiver
 - c. Message
 - d. Channel

3. Common features can be found in information that is used for mass communication. Describe **four (4)** of these features **(20 MARKS)**.

4. The media plays an important function in our lives. Discuss **four (4)** ways in which the media does this **(20 MARKS)**.

5. An interview is an important way of gathering information. Describe the role of the interviewer in **fours (4)** different ways.