

THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

AUGUST - DECEMBER 2016 TRIMESTER

CENTRE FOR SOCIAL JUSTICE AND ETHICS

REGULAR PROGRAMME

JPE 104: SOCIAL COMMUNICATION AND JUSTICE AND PEACE

Date: DECEMBER 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) "The reasons for using communication are highly complex and not necessarily on the surface, and the intended functions of communication do not always take account of the unintended functions" (Schramm, 1973). Based on this statement discuss the functions of Communication and the challenges related to these. **(15 marks)**
- b) Discuss any two models of communication and show how they can relate to your work as a Social Justice advocate. **(15 marks)**
- Q2. a) Giving examples, explain your understanding of what Mass media are. **(6 marks)**
- b) Discuss the advantages and the disadvantages of using Mass media for your communication. **(14 marks)**
- Q3. Explain your understanding of the concept of communication as a source of power and counter power and how you can use this power to make your work in society more effective. **(20 marks)**
- Q4. a) Compare and contrast new media and old media bringing out the critical characteristics of both. **(10 marks)**
- b) Explain how you can use various social media platforms in your work **(10 marks)**

END