



KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
FOURTH YEAR, SECOND SEMESTER EXAMINATION
2023/2024 ACADEMIC YEAR

FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN COMMUNICATION AND
PUBLIC RELATIONS

COURSE CODE: CCM 409

COURSE TITLE: INTERNATIONAL COMMUNICATION

DATE: 22ND APRIL, 2024

TIME: 9.00-11.00AM

INSTRUCTION TO CANDIDATES

- SEE INSIDE

CCM 409: INTERNATIONAL COMMUNICATION

Answer Four Questions Question One Is Compulsory

1).The development of digital technologies has impacted International Communication.

a). Look at the 2023 digital report and analyse how these channels have changed the communication landscape (10 marks).

Social Media Statistics,2023

	Network	Users
1	Face Book	2.9 bilion-monthly
2	You Tube	2.7 billion-monthly
3	Instagram	2 billion-monthly
4	WhatsApp	2.7 billion-monthly
5	Tik Tok	1.6 billion
6	LinkedIn	970 Million-monthly
7	Snapchat	576 million
8	Twitter	556 million
9	Pinterest	460 million=monthly
10	➤ Mobile Phones	5.44 billion
11	➤ Internet users	5.16 billion
12	➤ World Population	8 billion

Source:Author constructed.Data source-Digital 2023-Global Overview Report.

b). With examples, demonstrate how International bodies such as the UN,UNWomen,WorldBank have benefitted from the digital platforms such as Zoom and Google Meet(5 marks).

c)With appropriate examples, discuss the role of mobile telephony in International Communication in the 21st Century (2 marks).

d).The contribution of International Communication to our 21st Century lives is immense. Examine four ways in which it has impacted both the countries and the individuals (8 marks)

2). At times, people perceive international Communication narrowly as global politics.

a). Using relevant examples, discuss the scope of International Communication (8 marks).

b). Looking at the past and the present, explain with examples the concept of imbalance of news flow in International communication (7 marks).

3).Thussu (2009) asserts that “The general pattern of media ownership indicates that the West, led by the USA, dominates the international flow of information and entertainment in all major media sectors” He sees it as globalization of Western culture.

a). Comment on the validity of the above statement(10 marks).

b). Demonstrate how global media have enabled globalization(5 marks)..

4a).With relevant examples,demonstrate how the following theories inform International communication:

- i. Modernization
- ii. Dependency theory
- iii. Hegemony
- iv. Critical theory
- v. The Public Sphere(10 marks).

b).Vandana Pednekar-Magal (2018:76) observes that” Globalization has redistributed privileges, deprivations, wealth, and poverty. Economic globalization has enriched the metropolis not only in the advanced economies, but also in many developing countries....).In the context of global communication ,comment on the reality on the ground(5 marks).

5a).Demonstrate an understanding of the concept of Human Rights and Communication Policy in relation to both the Institutional Perspective and academic perspective(10 marks).

b) The Geneva Declaration of Principles reaffirms that.....(5 marks).

6).The image below depicts Ideology and People in Global Communication.



a).With relevant examples, demonstrate your Understanding of the International Media Ideology(10 marks).

b).With examples ,explain the relationship between media ideology and agenda setting in International Communication(5 marks).

