

KARATINA UNIVERSITY UNIVERSITY EXAMINATIONS FOURTH YEAR, SECOND SEMESTER EXAMINATION 2024/2025 ACADEMIC YEAR

FOR THE DEGREE:

BACHELOR OF SCIENCE IN COMMUNICATION AND PUBLIC RELATIONS

COURSE CODE: CCM 409

COURSE TITLE: INTERNATIONAL COMMUNICATION

DATE: 24/04/2025 TIME: 9.00 AM - 11.00AM

INSTRUCTIONS TO THE CANDIDATES

See Inside

Answer Four Questions Question One is Compulsory

CCM 409: INTERNATIONAL COMMUNICATION

Instructions: Answer four questions, question one is compulsory

1) Use the image below to assist you to answer the following questions.



- a). Look at the image above and pick out five words or phrases, and demonstrate how they impact international Communication. (10 marks).
- b) Using relevant examples illustrate how Social Media are changing Global Politics (10 marks).
- c). Using relevant examples, demonstrate how language and culture impact International Communication(5marks).
- 2a). With appropriate examples, demonstrate how new media technologies have enhanced both International Communication and globalization (10 marks).
- b). Comment on the role of globalization in the development of countries in the global south (5 marks).
- 3) In the 21st century, ICT development has changed the world the way we knew it. The traditional way of carrying out individual and corporate activities changed,

- a) Using Israel & Hamas war environment as a reference point ,identify and explain three examples that demonstrate that most of us have been practicing International communication(7 marks).
- b) In your view, comment on four factors that hinder effective international media coverage of happenings around the globe (8 marks).
- 4a) "Media policy looks at the ways in which policies are initiated and implemented and examines their impact on the communications industry". Discuss the validity of the above statement (10 marks).
- b). Literature available shows that there are several Forms of International Media Control. Using relevant examples, discuss two of them. (5 marks).
- 5) Use the image below to answer the following question. .

 Download from Dreamstime.com

 The submanaged representing to provious purposes only.

a). 'The mobile telephony has impacted International Communication.' Using specific examples, demonstrate the application of this statement (7 marks).

- b). According to Pearson, et.al (2021), there are four broad categories identified as obstacles to intercultural competence. Identify and discuss these four categories and show how they act as barriers to intercultural communication (8 marks).
- 6)a). It has been argued that both the internet and international communication are gendered. Give three reasons for or against this argument (6 marks).
- b) With relevant examples, demonstrate how the following theories inform International communication (9marks).
- i. Theories of Information society
- ii. Dependency theory
- iii. Modernization theory