



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

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. .



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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