



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4110: INTRODUCTION TO PRINT MEDIA

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **Two** questions in Section B.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Define print media. **(2 marks)**
- b) Highlight **THREE** benefits of newspapers as mediums of communication. **(6 marks)**
- c) Explain **THREE** roles of print media houses. **(6 marks)**
- d) Explain **THREE** differences between magazines and newspapers as mediums of communication. **(6 marks)**
- e) Elaborate **THREE** impacts of modern technology in print media. **(6 marks)**

f) Define the following terms:

i) Yellow journalism

(2 marks)

ii) Penny press.

(2 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

The media plays a role in influencing audiences' views. Giving relevant examples discuss the Agenda Setting Theory and explain its impacts on audience. (20 marks)

QUESTION 3

Modern technology has contributed to the growth of the media industry. Giving relevant examples, discuss **FIVE** impacts of social media in relaying of news in print media. (20 marks)

QUESTION 4

Media practitioners are guided by ethical values which regulated their work. Giving relevant examples, discuss **FIVE** ethical factors to consider when relaying information using print mediums. (20 marks)

QUESTION 5

Effective communication is important in print media. Giving relevant examples identify and discuss **FIVE** reporting skills necessary for effective communication with audiences. (20 marks)