



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4105: MASS COMMUNICATION THEORY

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other **TWO** questions.

Do not write on the question paper.

Question ONE

- a. Account for the development of Mass Communication theory. (8 marks)
- b. i. Discuss the arguments advanced by Marshal McLuhan's Technological Determinism. (10 marks)
- ii. "Cultural studies advance the argument that the dominance of the cultural industry is a power in itself". Discuss **THREE** arguments in support of and against this statement. (12 marks)

Question TWO

While giving supporting details, discuss FIVE strengths of Paul Lazarsfeld's Two Step Flow theory in disputing the era of powerful media effects. (20 marks)

Question THREE

Discuss FIVE arguments advanced by the Payne Fund Studies in favour of the era of powerful effects of the media. (20 marks)

Question FOUR

"Paulo Frère's 'Pedagogy of the oppressed', is a perfect analogy of media liberation". Discuss the possibility of people being liberated from the media effects as suggested by Paulo Frère. (20 marks)

Question FIVE

Discuss FIVE impacts of Emile Durkheim's contribution in understanding media effects in Mass Communication theory. (20 marks)