



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JKUAT)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 1)

BMC 2201: MASS COMMUNICATION

END OF SEMESTER EXAMINATIONS

SERIES: NOVEMBER/DECEMBER 2011

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 the following terms: (10 marks)
- i) Communication
 - ii) Periodicals
 - iii) Mass media
 - iv) Paralanguage
 - v) Homophily
- b) Explain **FIVE** characteristics of communication. (10 marks)
- c) Explain **FIVE** social functions of communication. (10 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Briefly explain the history and development of mass communication. (15 marks)

QUESTION 3

- a) Define the agenda-setting theory. (2 marks)
- b) Explain ways in which the media coverage of the shuttle diplomacy by Vice President Kalonzo Musyoka reflected the agenda setting theory. (8 marks)
- c) State **FIVE** ways in which an individual uses the mass media. (5 marks)

QUESTION 4

Distinguish between mass communication and machine assisted interpersonal communication. (10 marks)

QUESTION 5

- a) State **FIVE** roles of gatekeepers. (5 marks)
- b) Describe the process of communication. (10 marks)