



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

BMC 2101: MASS COMMUNICATION

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 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) Explain the terms below as used in mass communication. **(10 marks)**
- i) Newspaper **(2 marks)**
 - ii) Mass Communication **(2 marks)**
 - iii) Mass media **(2 marks)**
 - iv) Ideogrammatic alphabet **(2 marks)**
 - v) Payola **(2 marks)**
 - vi) Penny press **(2 marks)**
- b) Briefly explain the **FOUR** press theories. **(8 marks)**

QUESTION 2

Citing relevant examples, explain **FIVE** effects of media content in shaping an individual's behaviour. **(10 marks)**

SECTION B (Answer any **TWO** questions)

QUESTION 3

- a) 'Does the media reflect society or does society reflect the media'. Discuss **FIVE** points. **(10 marks)**
- b) Explain any **FIVE** skills of media literacy. **(10 marks)**

QUESTION 4

Discuss any **TEN** functions of mass media. **(20 marks)**

QUESTION 5

- a) 'Do you think the media in Kenya acts more as a watchdog, lapdog, or attack dog?' Discuss, giving specific examples to support your answers. **(10 marks)**
- b) Briefly discuss the Agenda Setting Theory of communication. **(10 marks)**