



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(YI, SII)

BMC 4105: MASS COMMUNICATION THEORY

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/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) Mention with examples **THREE** types of agenda in agenda setting theory. **(6 marks)**
- b) Briefly describe at least **THREE** steps in the modeling process of Albert Bandura's social learning theory. **(6 marks)**
- c) Discuss at least **FOUR** main functions of the media. **(8 marks)**
- d) Differentiate using examples between a theory and a model. **(5 marks)**
- e) Briefly describe the information processing theory. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Media regulation is usually connected to the efficiency of how media performs its work. Discuss this view using the normative theories of the press. **(20 marks)**

QUESTION 3

Discuss how one can use Leon Festinger's cognitive Dissonance theory to persuade the audience to accept their message. **(20 marks)**

QUESTION 4

Discuss the characteristics of the mass media audiences, giving relevant examples. **(20 marks)**

QUESTION 5

Discuss the tenets of the critical cultural theory. **(20 marks)**