



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
(YI, SII)

BMC 4105: MASS COMMUNICATION THEORY

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) Use Wilbur Schramm's two models of communication to explain the communication process. **(6 marks)**
- b) Mention the functions of models. **(4 marks)**
- c) Define 'theory'. **(2 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Highlight the **FOUR** models of the press using examples. **(6 marks)**
- b) Describe the criticisms of the two-step flow theory. **(6 marks)**
- c) Briefly discuss this statement: The media defines what you think about. **(6 marks)**

QUESTION 3

In view of the 2007 post-election violence and the continuing situation in Kenya, discuss the Elisabeth Noelle Neumann Spiral of Silence Theory. **(20 marks)**

QUESTION 4

Compare and contrast the strength and weaknesses of George Gerber's cultivation theory. **(20 marks)**

QUESTION 5

Marshall Machuhan's Technological Determinism was put forward to explain the new technology of Television, at that time. Discuss this theory in view of the new online media forums today. **(20 marks)**