



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
(BJMC I)

BMC 4101: INTRODUCTION TO MASS COMMUNICATION

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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 functions of a model of communication. **(8 marks)**
- b) Discuss the functions of media in a democracy. **(8 marks)**
- c) State the controversies surrounding the internet and by extension the social media. **(8 marks)**
- d) Summarize the main tenets of Harold Laswells model of communication. **(6 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

A new trainee in the media department has approached you for justification over. The study of mass communication as a unit. Explain to the trainees the relevancy of the unit. **(20 marks)**

QUESTION 3

Discuss the principals of “Agenda Setting” theory of the media. **(20 marks)**

QUESTION 4

Discuss the development of the study of mass communication. **(20 marks)**

QUESTION 5

Discuss **FIVE** strength and **FIVE** challenges of new media environment. **(20 marks)**