



**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*

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**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)**