



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMAC I)

**BMC 2103: 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) Define the following:
  - i) Decoding (2 marks)
  - ii) Mass communication (2 marks)
  - iii) Noise (2 marks)
  - iv) Media literacy (2 marks)
- b) Explain Harold Laswell (1948) model of communication using illustrations. (6 marks)
- c) Explain **TWO** types of mass media and their effects. (6 marks)
- d) Explain the reason why communication is a reciprocal process. (5 marks)
- e) Elaborate the process of mass communication. (5 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

Give a brief history and background of the genesis:

- a) Newspaper. (10 marks)
- b) Magazine. (10 marks)

### QUESTION 3

- a) Using a diagram explain the schramm model of mass communication. (10 marks)
- b) Differentiate between encoding and decoding of messages. (6 marks)
- c) Define hypercommercialism. (4 marks)

### QUESTION 4

- a) Define a magazine (2 marks)
- b) Outline **THREE** broad categories of magazines. (3 marks)
- c) Television change magazine from mass circulation in specialized media. Explain the effect of this change. (15 marks)

### QUESTION 5

- a) Explain **FIVE** elements of media literacy. (10 marks)
- b) Discuss any **FIVE** media literacy skills. (10 marks)