



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4105: MASS COMMUNICATION THEORY**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**DATE: Pick Date May 2016**

## Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other **TWO** questions.

**Do not write on the question paper.**

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## Question ONE

- a
- i Briefly explain the contribution made by 'behaviorism' studies in advancing the study of mass communication theory. (8 marks)
  - ii Explain the impact of Marshall McLuhan's Technological Determinism on mass media audience. (8 marks)
- b Discuss the contribution made by the Payne Fund studies in helping understand media effects. (14 marks)

## Question TWO

While giving supporting details, discuss the rise of the limited effects of the media. (20 marks)

### **Question THREE**

Discuss the arguments advanced by Emile Durkheim in favour of the era of powerful effects of the media.  
(20 marks)

### **Question FOUR**

While citing relevant examples discuss the rise of the negotiated effects.  
(20 marks)

### **Question FIVE**

'Media content has a powerful control on the audience'. Discuss your opinion in the light of this statement.  
Give relevant examples.  
(20 marks)