



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION I
(DMR & P)

MC 422: INTRODUCTION TO PRINT MEDIA

END OF SEMESTER EXAMINATIONS

SERIES: SEPTEMBER/OCTOBER 2011

TIME: 2 HOURS

INSTRUCTIONS:

- Section A is **Compulsory**.
- Answer any other **THREE** questions from **Section B**.

QUESTION 1 (Compulsory)

Describe the history of printing and briefly explain at least **FIVE** printing processes. **(10 marks)**

QUESTION 2

Define Yellow journalism and mention the relevance of Joseph Pulitzer's brand of journalism to today's journalism? **(10 marks)**

SECTION B (Answer any THREE questions)

QUESTION 3

The African Americans were people typically excluded from the social, cultural and political mainstream. Explain the development African Americans in newspaper industry. **(10 marks)**

QUESTION 4

Give an account of the earliest newspapers. **(10 marks)**

QUESTION 5

Explain the page production phase in the steps a story follows before it is taken to the press. **(10 marks)**

QUESTION 6

Besides operating as dailies and weeklies, newspapers exist in various forms. List and explain the types of newspapers. **(10 marks)**

QUESTION 7

Describe the history of print media Kenya. **(10 marks)**