



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

## ***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMR/P1)

### **MC 402: MASS COMMUNICATION**

END OF SEMESTER EXAMINATIONS

**SERIES:** SEPTEMBER/OCTOBER 2011

**TIME:** 2 HOURS

#### **INSTRUCTIONS:**

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

### **QUESTION 1 (Compulsory)**

- a) (i) Define 'a model' and 'a theory' of communication. **(6 marks)**
- (ii) Briefly describe the contributions of Claude Shannon's 'Mathematical model' to the study of Mass Communication. **(8 marks)**
- b) Describe how the media sets its agenda. **(16 marks)**

### **QUESTION 2**

Discuss the importance of studying models and theories of 'Mass Communication'. **(20 marks)**

### **QUESTION 3**

'The media is a powerful tool of changing peoples' lifestyle'. Using any relevant theory or model of communication, give your opinion on this argument. **(20 marks)**

### **QUESTION 4**

- a) Explain why it is important to understand your audience. **(10 marks)**
- b) Describe how an audience is formed. **(10 marks)**

### **QUESTION 5**

While providing relevant examples compare and contrast the following:

- a) Any **TWO** models of mass communication. **(10 marks)**
- b) Any **TWO** theories of mass communication. **(10 marks)**