



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JKUAT)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R1)

BMC 2104: INTRODUCTION TO PRINT MEDIA

END OF SEMESTER EXAMINATIONS

SERIES: NOVEMBER/DECEMBER 2011

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) “With the war on Al-Shabaab Militia raging in Somalia, the Kenya Defence Forces (KDF) and Transitional Federal Government (TFG) forces have only the leaflet as the most convenient print media applicable”. Discuss the veracity of this statement. **(15 marks)**
- b) Write short notes on:
- i) Gutenberg Press **(5 marks)**
 - ii) Gazette **(5 marks)**
 - iii) Corantos **(5 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

- a) Define print media. **(3 marks)**
- b) Explain any **SIX** key types of print media. **(12 marks)**

QUESTION 3

Explain any **FIVE** methods of communication used before the invention of print media. **(15 marks)**

QUESTION 4

- a) Give **FIVE** roles the newspaper plays. **(5 marks)**
- b) Explain **FIVE** threats print media faces today. **(10 marks)**

QUESTION 5

“Yellow journalism and penny preps era shaped the newspaper greatly’. Justify this statement. **(15 marks)**