



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION- A

BMC 4102: INTRODUCTION TO MASS COMMUNICATION

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Dec 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.

Question ONE

- a. i. Give your own definition of 'Communication' based on your perceived functions of it. (4 marks)
- ii Distinguish between 'Mass Communication' and 'Communication'. (6 marks)
- b. Outline the distinctive features of Mass Communication. (10 marks)
- c. Briefly describe the concentric analogy used in the HUB model and how it contributes to the understanding of Mass Communication. (10 marks)

Question TWO

Identify and discuss the major differences between Aristotle and Harold Laswell's models of communication.
(20 marks)

Question THREE

'Media literacy is low among the audience in Kenya'. Discuss your position in the light of this statement.
(20 marks)

Question FOUR

Compare and contrast the print and broadcast medium of communication. Consider both the strengths and weakness of both media.
(20 marks)

Question FIVE

It is advised that one does a 'Demographic' analysis before engaging in any presentation in Mass Communication. While giving relevant examples explain the justification of this kind of analysis.
(20 marks)