



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN BROADCAST/PRINT JOURNALISM

## **MASS COMMUNICATION**

END OF SEMESTER EXAMS

**SERIES:** APRIL/MAY 2010

**TIME:** 2½ HOURS

### **INSTRUCTIONS TO CANDIDATES**

1. This paper consists of **SEVEN** questions.
2. Answer any **FIVE** questions.
3. Cheating leads to disqualification.
4. Switch off mobile phone.

- Q.1 (a) (i) Name any **FOUR** newspapers before the year 1730. (4 marks)
- (ii) Explain the factors that led to the Yellow Journalism. (6 marks)
- (b) Give **FIVE** reasons why books are important cultural resources. (10 marks)
- Q.2 (a) (i) Define '*mass media*'. (2 marks)
- (ii) State any **FOUR** types of mass media. (4 marks)
- (b) (i) Define '*communication*'. (2 marks)
- (ii) State any **FOUR** types of communication. (4 marks)
- (c) Explain **FOUR** major components of the communication process. (8 marks)
- Q.3 (a) Define '*mass communication theory*'. (3 marks)
- (b) Explain the following terms in Attitude change theory:
- (i) Cognitive consistency (4 marks)
- (ii) Cognitive dissonance (4 marks)
- (iii) Selective exposure (3 marks)
- (iv) Selective retention (3 marks)
- (v) Selective perception (3 marks)
- Q.4 (a) Outline the elements of mass communication. (16 marks)
- (b) Explain the difference between mass communication and face to face communication. (4 marks)
- Q.5 (a) Discuss the role of electronic media in political communication. (10 marks)
- (b) Discuss the influence of Politics on mass media in Kenya. (10 marks)
- Q.6 Discuss the impact of religion on mass media. (20 marks)
- Q.7 Having done the course unit *Introduction to mass communication*, discuss its importance to you. (20 marks)