



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION- B

BMC 4102: INTRODUCTION TO MASS COMMUNICATION

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2017

TIME: 2 HOURS

DATE: Pick Date Sep 2017

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. Define 'Mass Communication'. (2 marks)
- ii Outline any FIVE functions of Mass Communication. (10 marks)
- b. While citing relevant examples, outline any FOUR aspects of the type of audience in Mass Communication. (8 marks)
- c. Briefly describe Schram's model of communication and how it contributes to the understanding of Communication. (10 marks)

Question TWO

Highlight any FIVE major challenges that hinder the communication process. (20 marks)

Question THREE

Discuss the contribution of models and theories of communication to the study of Mass Communication. (20 marks)

Question FOUR

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

Question FIVE

‘Mass Communication is a subset of human Communication’. Discuss your understanding of this statement. (20 marks)