



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4105: MASS COMMUNICATION THEORY

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date May 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 Briefly explain the contribution made by 'behaviorism' studies in advancing the study of mass communication theory. (8 marks)
 - ii Explain the impact of Marshall McLuhan's Technological Determinism on mass media audience. (8 marks)
- b Discuss the contribution made by the Payne Fund studies in helping understand media effects. (14 marks)

Question TWO

While giving supporting details, discuss the rise of the limited effects of the media. (20 marks)

Question THREE

Discuss the arguments advanced by Emile Durkheim in favour of the era of powerful effects of the media.
(20 marks)

Question FOUR

While citing relevant examples discuss the rise of the negotiated effects.
(20 marks)

Question FIVE

'Media content has a powerful control on the audience'. Discuss your opinion in the light of this statement.
Give relevant examples.
(20 marks)