

# TECHNICAL UNIVERSITY OF MOMBASA

HUMANITIES AND SOCIAL SCIENCE

COMMUNICATION STUDIES

## UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4105: MASS COMMUNICATION THEORY

END OF SEMESTER EXAMINATION

**SERIES:**SEP/DEC 2016

**TIME:**TWO HOURS

**DATE:**Pick DateSelect MonthPick Year

### Instructions to Candidates

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of TWO sections. Section A is COMPULSORY, Answer ant TWO Questions in Section B.

**Do not write on the question paper.**

SECTION A

QUESTION 1

i. Discuss the following terms

a. Diffusion of Innovation 6mks

b. Agenda setting theory 6mks

ii. Mass society theory makes several basic assumptions about individuals, the role of media, and the nature of social change. Discuss at least FOUR of the assumptions in detail  
8mks

iii. Explain FIVE characteristics of mass communication 10mks

## SECTION B

### QUESTION 2

Discuss Marshall McLuhan assertion that the medium is the message  
20mks

### QUESTION 3

In 1962, Everett Rogers combined information-flow research findings with studies about the flow of information and personal influence in several fields including rural agricultural extension work. Discuss the diffusion of innovation theory.  
20mks

### QUESTION 4

What is propaganda? Discuss, using examples at least SEVEN techniques of propaganda  
20mks

### QUESTION 5

Discuss FOUR categories of communication theory  
20mks