

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

a. Briefly explain the following Mass Communication Theories

i. Diffusion of Innovation

5mks

ii. Cultivation theory

5mks

iii. Spiral of silence

5mks

iv. Media dependency

5mks

v. Social responsibility theory

5mks

vi. Libertarian theory

5mks

SECTION B

QUESTION 2

Shannon - Weaver's model and Berlo's SMCR model are based on certain communication elements. Discuss any FIVE elements of communication found in the models

20mks

QUESTION 3

Discuss the FOUR eras that shaped mass communication development

20mks

QUESTION 4

Cultivation theory examines the longterm effects of television. Discuss FIVE major assumptions of George Gabner's cultivation theory.

20mks

QUESTION 5

Using examples discuss the FOUR normative theories of the press

20mks