



**TECHNICAL UNIVERSITY OF MOMBASA**

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4110 : INTRODUCTION TO PRINT MEDIA

END OF SEMESTER EXAMINATION

**SERIES:DECEMBER2016**

**TIME:2HOURS**

**DATE:Pick DateDecember 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. Attemptquestion ONE (Compulsory) and any other TWO questions.

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

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**Question ONE**

1. (a) Explain TWO importance of print media (4mks)
- (b) Explain TWO impacts of the Gutenberg invention to the print media industry. (4mks)
- (c) Highlight TWO types of print media. (4mks)
- (d) Explain THREE disadvantages of print media. (6mks)
- (e) Explain THREE impacts of modern technology on print media. (6mks)
- (f) Explain THREE roles of print media to society. (6mks)

**Section B**

**Question TWO**

The print media has grown tremendously since 1605 when the first newspaper was published in Germany. Giving relevant examples, discuss FIVE impacts of the Gutenberg invention to the print media industry. (20mks)

**Question THREE**

The media influences what and how audiences think about an issue. Basing your argument on Attribution Theory, discuss FIVE ways in which the source of information in newspapers influences our views about an issue. (20mks)

#### **Question FOUR**

The Penny Press comprised of publication of yellow journalism. Giving relevant examples, discuss FIVE characteristics of Penny Press newspapers.

#### **Question FIVE**

Print media Houses are task with producing newspapers for audiences. Giving relevant examples, briefly discuss the following:

- (i) FIVE roles of a sub-editor. (10mks)
- (ii) FIVE reasons that show the importance of observing the House Style when producing newspapers.(10mks)