



TECHNICAL UNIVERSITY OF MOMBASA

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: MAY 2016

TIME: 2 HOURS

DATE: Pick Date Select Month Pick Year

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.

SECTION A (Compulsory)

Question ONE

- a) Highlight **FOUR** distinct features of Tabloid Newspapers **(8 marks)**
- b) Explain **FIVE** factors that led to the emergence of early Newspapers **(10 marks)**
- c) Highlight any **FIVE** distinctions between Print Media and Broadcast media **(10 marks)**
- d) Explain the inverted pyramid style of news writing in print media **(2 marks)**

SECTION B (Answer any Two Questions)

Question TWO

Describe the historical roots of the modern newspaper industry **(20 marks)**

Question THREE

Is the internet solely responsible for the demise of print media. Discuss **(20 marks)**

Question FOUR

Discuss six notable characteristics of the Penny press era that can be related to today's newspaper **(20 marks)**

Question FIVE

Discuss the effects of the growing concentration of Newspaper ownership. **(20 marks)**