



# THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

## *Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA STUDIES

CERTIFICATE IN MASS COMMUNICATION

(CMC)

## INTRODUCTION TO MASS COMMUNICATION

END OF SEMESTER EXAMS

**SERIES:** APRIL/MAY 2010

**TIME:** 2 HOURS

### INSTRUCTIONS TO CANDIDATES

1. The paper consists of **FIVE** questions. Attempt three questions in total.
2. Question **ONE** is compulsory.
3. Answer any other **TWO** questions.

- Q.1 Explain the hypodermic (needle theory) of mass communication and illustrate how it is used in News Writing. (30 marks)
- Q.2 (a) Define “Audience.” (2 marks)
- (b) State the factors that characterized:
- (i) Core-media audience. (9 marks)
- (ii) Modern audience. (9 marks)
- Q.3 Critically examine the reasons why the radio is still popular as an educational media. (20 marks)
- Q.4 Discuss the principles of “Agenda Setting Theory”. (20 marks)
- Q.5 (a) Define the term “Mass Media” as used in Mass communication. (2 marks)
- (b) State and explain any **SIX** functions of the mass media. (18 marks)