



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA STUDIES

DIPLOMA IN MASS COMMUNICATION

(DMC)

INTRODUCTION TO PRINT MEDIA

MODULE I EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **SEVEN** questions.
2. Answer any **FIVE** questions.
3. All questions carry equal marks.
4. Cheating will lead to automatic disqualification.

- Q.1 Give an account of the earliest newspapers. (20 marks)
- Q.2 At the turn of the 19th Century, urbanization, growing industries, movement of workers to the cities, and increasing literacy combined to create an audience for a new kind of paper.
- (a) Name the paper and its history . (10 marks)
- (b) Describe the spread of the above mentioned paper. (10 marks)
- Q.4 The African Americans were people typically excluded from the social, cultural and political mainstream. Explain the development Africa Americans in newspaper industry. (20 marks)
- Q.5 Explain the page production phase in the steps a story follows before it is taken to the press. (20 marks)
- Q.6 Besides operating as dailies and weeklies, newspapers exist in various forms. List and explain the types of newspapers. (20 marks)
- Q.7 Define convergence and explain the causes of convergence in newspaper publishing? (20 marks)