



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

CERTIFICATE IN MASS COMMUNICATION

HMC1101: MASS COMMUNICATION

END OF SEMESTER EXAMINATION

**SERIES:** AUGUST 2019

**TIME:** 2 HOURS

**DATE:** Pick Date Aug 2019

## **Instructions to Candidates**

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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.**

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### **Question 1**

- a) Define the following terms
- i. Ethics (2marks)
  - ii. Noise (2marks)
  - iii. Interpersonal communication (2marks)
  - iv. Model (2marks)

v. Stereotyping (2marks)

- b) Explain **FIVE** features of mass communication (10marks)
- c) Mention **THREE** types of broadcasting systems (6marks)
- d) List any **FOUR** characteristics of aural communication(4marks )

## **QUESTION TWO**

Describe **FIVE** basic functions of mass communication. (10marks )

Explain in great detail **FIVE** barriers of communication. (10marks)

## **QUESTION THREE**

Describe the following theories of mass communication with suitable examples.

- a) Magic bullet (10marks)
- b) Two step theory (10marks)

## **QUESTION FOUR**

- a) Explain five types of oral communication (10 marks)
- b) Explain five advantages of written communication (10 marks)