



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

CERTIFICATE IN MASS COMMUNICATION

HMC 1101: MASS COMMUNICATION

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2 HOURS

DATE:

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.

QUESTION ONE.

(i) Explain the following terms

- (a) Human communication
 - (b) Decode
 - (c) caption
 - (d) Theory
 - (e) Noise
 - (f) Yellow journalism
- (12 Marks)

(ii) Define the following

- (a) Audience (2marks)

- (b) Broadcasting(2marks)
- (c) Entertainment(2marks)
- (d) Ethics(2marks)
- (e) Interpersonal communication(2marks)
- (f) Interview (2marks)

(1b) Identify Three roles of mass media in our society (6marks)

QUESTION TWO

- a. Explain laswellian model of communication (10Marks)
- b. Explain five characteristics of mass media audience (10Marks)

QUESTION THREE

Explain any (I) FIVE functions of mass communication. (10 Marks)

(ii) FIVE types of oral communication, (10 Marks)

QUESTION FOUR

Explain how the magic bullet theory is relevant in Kenya media. (20 marks)