



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

HMC 2101: MASS COMMUNICATION

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2HOURS

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.

(a) Explain the following terms

(i) Human communication (2marks)

(ii) Decode (2marks)

(iii) Editor (2marks)

(iv) Theory (2marks)

(v) Noise (2marks)

(vi) Yellow journalism (2marks)

(b) Define the following

i) Audience (2marks)

- ii) Pornography (2marks)
- iii) Entertainment (2marks)
- iv) Broadcasting (2marks)
- v) Framing (2marks)

- (c) Identify FOUR Characteristics of Mass Media audience (4 marks)
- (d) Discuss Spiral of Silence Theory (4 marks)

QUESTION TWO

- (a) Explain importance of Aristotle's model of communication (10 Marks)
- (c) Compare between Aristotle's and Shannon Weaver's communication models (10 marks)

QUESTION THREE

- Explain any (i) FIVE functions of mass communication. (10 Marks)
- (ii) THREE kinds of media ownership in Kenya, (10 Marks)

QUESTION FOUR

Explain how the magic bullet theory is relevant in Kenya political scene and how can it help us understand the relationships between media and the audience. (20 marks)

QUESTION FIVE

Discuss the cultivation theory and further explain the effects of viewing TV amongst children and the youth are relevant to it. (20 marks)

