



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

HMC 2102: MEDIA STUDIES

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2HOURS

DATE: Pick Date Aug 2019

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 I

Define the following terminologies used in Media Studies

- i) Gate keeper
 - ii) Tabloid
 - iii) Institution
 - iv) Protagonist
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- b) Write short notes on the history of print media (5 marks)
 - c) Outline FIVE characteristics of print media (5 marks)
 - d) List and SIX roles of media in the society (6 marks)

e) List and FOUR components of mass media (4 marks)

SECTION B (ATTEMPT ANY TWO QUESTIONS)

Question 2

- a) Citing examples, describe the current state of media in Kenya (10 marks)
- b) Explain FIVE characteristics of radio as a medium in Kenya (10 marks)

Question 3

- a) Elaborate on any FIVE Ethical issues in media industry in Kenya (10 marks)
- b) Explain in details the role of Communication Authority of Kenya in Media industry (10 marks)

Question 4

- a) Explain the FOUR main concepts in media studies and cite examples of each (10 marks)
- b) Describe in details the day to day operations in major media house in Kenya (10 marks)

Question 5

- a) Explain any FIVE Advertising functions in Kenyan media (10 marks)
- b) Discuss agenda setting as a function of media in Kenya (10 marks)