



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.

SECTION I COMPULSARY QUESTION

Questions 1

a) Define the following terminologies used in Media studies

- i) Propaganda
- ii) Newsletter
- iii) Blog
- iv) Antagonist
- v) Citizen journalism

b) Outline FIVE characteristics of broadcast media

(5 marks)

- c) Write short notes on the evolution of electronic media (5 marks)
- d) Outline five advantages of social media (5 marks)
- e) List any Five Advantages of Television as medium (5 marks)

SECTIONS II (TWO ATTEMPT ANY TWO QUESTIONS)

Questions 2

Explain in details the roles of communication Authority of Kenya (10 marks)

Explain the difference between radio and Newspaper as a form of content and language mass media (10 marks)

Questions 3

- i) Explain FIVE roles of a chief editor in print media (8 marks)
- ii) Explain the main concepts in media studies and cite examples in each (10 marks)

Questions 4

- i) Discuss the roles of radio as a mass media in the society (10 marks)
- ii) Explain FIVE characteristics of Print media (10 Marks)

Questions 5

- i) Write short notes on the development of new media in Kenya and list five shortcomings (10 marks)
- ii) Discuss the roles of media in the society (10 marks)