



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4406: PRINT MEDIA OPERATIONS**

**END OF SEMESTER EXAMINATION**

**SERIES: AUGUST 2019**

**TIME: 2 HOURS**

**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.**

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## Question one

1. (a) Define print media. (2marks)
- (b) Highlight THREE benefits of newspapers as a medium of communication. (6marks)
- (c) Explain THREE roles of print media houses. (6marks)
- (d) Explain THREE differences between magazines and newspapers as mediums of communication. (6marks)
- (e) Elaborate THREE impacts modern technology on print media organizations. (6mks)
- (f) Mention Two characteristics of the following:
  - (i) Yellow journalism (2marks)

(ii) Penny press (2marks)

**Section B (Answer TWO questions)**

**Question Two**

The media plays a role in influencing audiences' views. Giving relevant examples, discuss the media ownership styles in print media organizations. (20 marks)

**Question Three**

Modern technology has contributed to the growth of the media industry. Giving relevant examples, discuss FIVE impacts of social media in relaying of news in print media. (20 marks)

**Question Four**

Media practitioners are guided by ethical values which regulate their work. Giving relevant examples, discuss FIVE ethical factors consider when relaying information using print mediums. (20 marks)

**Question Five**

Effective communication is important in print media. Giving relevant examples identify and discuss FIVE reporting skills necessary for effective communication with audiences. (20 marks)