



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

**UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

BMC 4105: MASS COMMUNICATION THEORIES

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A** & **B**.
 - Section **A** is **Compulsory**.
 - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***
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SECTION A (Compulsory)

QUESTION 1

- a) Describe the mass communication audience. **(5 marks)**

- b) In recent years mass communication theory has seen the rise of the notion of the active audience:
 - i) Distinguish between the passive and active audience. **(4 marks)**
 - ii) Discuss a theory that can best explain:
 - A passive media audience. **(5 marks)**
 - An active media audience **(5 marks)**

- c) Despite advancement in modern medicine, the prevalence of HIV/AIDs remains high in Kenya especially among married couples as compared to their single counterparts. This has led to a state of HIV discordance whereby one partner is HIV negative and the other HIV positive within the marriage union. The media has failed in openly addressing this issue leading to the rise of discordant couples and the spread of HIV/AIDs.

Using the following theories of Mass Communication explain how the media can rectify this situation:

- i) Spiral of silence (6 marks)
ii) Agenda setting theory (5 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

- a) The government has launched a campaign to eradicate malaria dubbed “Mbu nje sisi ndani”. As part of the campaign mosquito nets are freely handed out to members of your community. You however notice that the mosquito nets are not being used by the local community. Using the health benefit model, explain:
- i) Factors that led to this situation. (10 marks)
ii) The measures you would take to encourage people to use the nets for their intended purpose. (5 marks)
- b) Explain how the **TWO** step theory of Mass Communication would be helpful in solving the above problem. (5 marks)

QUESTION 3

Discuss the following theories and explain how each theory is applied in everyday society.

- a) Magic bullet theory (7 marks)
b) Media dependency theory (7 marks)
c) Market place of ideas theory (6 marks)

QUESTION 4

- a) Distinguish between the authoritarian theory and the social responsibility theory. (10 marks)
b) Discuss the importance of learning the Mass Communication theories. (10 marks)