



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

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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***

SECTION A (Compulsory)

QUESTION 1

- a) Discuss the importance of learning the theories of mass communication. **(5 marks)**
- b) Explain the following theories of Mass Communication:
 - i) Agenda setting theory **(5 marks)**
 - ii) Hyperdermic needle theory **(5 marks)**
- c) i) Abortion is a sensitive issue. Society is split into two with some supporting it and others referring to it as a crime against humanity. Explain your stand on this issue. **(5 marks)**
ii) Using one theory of Mass Communication justify your position in (C, i) above. **(5 marks)**
iii) Despite the dangers associated with abortion, it still takes place secretly in society. Using the health belief model, explain this scenario. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

“Communication has evolved over ages”. Using at least **FOUR** theories of Mass Communication, justify this statement. **(20 marks)**

QUESTION 3

- a) Following Stephen Jay Gould, we can identify several qualities of a “a good theory”. Discuss **FIVE** such qualities. **(10 marks)**
- b) Using an example, explain the theory of cognitive dissonance. **(10 marks)**

QUESTION 4

- a) Explain the selective perception theory. **(10 marks)**
- b) How does the application of this theory of media effects further our understanding of the role of mass media in society? **(5 marks)**
- c) Discuss **FIVE** characteristics of Mass Communication. **(5 marks)**