



# **TECHNICAL UNIVERSITY OF MOMBASA**

*Faculty of Business & Social Studies*

**DEPARTMENT OF MEDIA & GRAPHIC DESIGN**

**DIPLOMA IN MASS COMMUNICATION**

**(DMP/R 1)**

**BMC 2103: INTRODUCTION TO PRINT MEDIA**

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 Three printed pages.***

**SECTION A (Compulsory)**

**QUESTION 1**

- a) Outline **SIX** functions of a newspaper in the society. **(6 marks)**
- b) Explain Chinese block printing and its functions. **(6 marks)**
- c) Outline **FIVE** challenges that faced emerging European newspapers in 16<sup>th</sup> and 17<sup>th</sup> Centuries. **(5 marks)**
- d) Tabloid newspapers are associated with a certain brand of journalism. Explain. **(6 marks)**
- e) Describe letterpress printing process. **(5 marks)**
- f) Explain the main difference between a newspaper and a magazine. **(2 marks)**

**SECTION B (Answer any TWO questions)**

**QUESTION 2**

- a) Distinguish between ‘informing’ and ‘Educating’ roles of print media. **(8 marks)**
- b) Explain **FOUR** key factors that led to the reduction of Newspaper prices in 18<sup>th</sup> Century Europe and America. **(8 marks)**
- c) Mention any **FOUR** types of newspaper. **(4 marks)**

**QUESTION 3**

- a) Discuss the impact of the invention of movable type (letterpress) on the development of print media. **(14 marks)**
- b) Explain lithographic printing process. **(6 marks)**

**QUESTION 4**

- a) State **FIVE** main functions of an Editor-in-chief in a daily Newspaper. **(5 marks)**
- b) Explain **SIX** measures that the Kenya government and other relevant stakeholders could put in place to promote the print media industry. **(12 marks)**
- c) Explain how print media helped the country to realize successful general elections in March 2013. **(3 marks)**

**QUESTION 5**

- a) Explain how the print media has benefited from New IT. **(10 marks)**

b) Discuss **FIVE** factors behind the success of the Newspaper since its birth in the 1960s'. **(10 marks)**