



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 1)

BMC 2101: MASS COMMUNICATION

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.

SECTION A (Compulsory)

QUESTION 1

- a) Outline the early history of the ‘Broadcast Media’ focusing on the major contributions. **(10 marks)**
- b) Considering the advancement in technology, describe any **FIVE** changes ‘Broadcast Media’ has undergone. **(10 marks)**
- c) i) Describe the ‘Harold Laswellian’ model of communication. **(6 marks)**
ii) Explain the relevance of the model in C i) above to today’s media industry. **(4 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain in detail the ‘Shanon and Weaver’ model of mass communication. **(10 marks)**
- b) Describe the Wilbur Schram’s ‘Audience centred’ model of communication. **(10 marks)**

QUESTION 3

Compare and contrast ‘Albor Bandura’s ‘social learning’ theory and George Gerbner’s ‘Cultivation Theory’. **(20 marks)**

QUESTION 4

- a) Discuss **FIVE** advantages of ‘Print Media’. **(10 marks)**
- b) Discuss **FIVE** disadvantage of ‘Broadcast Media’. **(10 marks)**