

TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Social Sciences

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BROADCAST JOURNALISM & BACHELOR OF JOURNALISM AND
MASS COMMUNICATION

HMC 4102: INTRODUCTION TO MASS COMMUNICATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: ~~Pick Date~~ Dec 2024

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.

Question ONE

a) Explain the following concepts. (10 Marks)

- i. Gate keeper
- ii. Yellow Journalism
- iii. Mediated interpersonal communication
- iv. Mass Communication
- v. Decode

b) Explain any FIVE major components of the communication process (10 Marks)

c) Discuss any FIVE forms of Mass Media (10 Marks)

Question TWO

- a) Discuss FIVE barriers to mass communication (10 Marks).
- b) Highlight FIVE ethical challenges in media organizations. (10 marks)

Question THREE

- a) Highlight FIVE advantages of electronic media (10 Marks)
- b) Explain the Harold Laswell model of communication (10 Marks)

Question FOUR

- a) Discuss FOUR roles of media within a society. (10 marks)
- b) Discuss FIVE factors that may limit objectivity of media practitioners (10 Marks)

Question FIVE

- a) Highlight the differences between mass communication and face to face communication. (10 Marks)
- b) Discuss any FIVE key components of Media Literacy (10 Marks)