



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.

HMC4104: MASS COMMUNICATION THEORIES

SERIES: SEPTEMBER 2024

TIME: 2 HOURS

DATE: ~~Pick Date~~Dec 2025

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 as used in mass media. (10 marks)
 - i) Selective exposure,
 - ii) Selective attention,
 - iii) Mass culture
 - iv) Mass society.
- b) Explain reasons as to why journalists should study mass communication theories. (10 Marks)
- c) With examples, differentiate between a theory and a model. (10 Marks)

Question TWO

- a) While giving supporting details, discuss the strengths of the Two step Flow theory in disputing the era of powerful media effects. (10 Marks)
- b) Explain the significance of the spiral of silence theory in media. (10 Marks)

Question THREE

- b) Explain the significance of the Spiral of silence theory in media (10Marks)
- c) Cultivation Theory examines the long-term effects of Television. Discuss FIVE major assumptions of George Gerbners Cultivation Theory. (10Marks)

Question FOUR

- a) Briefly, explain the following FOUR normative theories of the press.
 - i) Authoritarian Theory, (5Marks)
 - ii) Libertarian Theory, (5Marks)
 - iii) Social Responsibility Theory. (5Marks)
 - iv) Development Media Theory. (5Marks)

Question FIVE

- a) The media sets the agenda for the modern society. Explain. (10 Marks)
- d) Discuss the Uses and gratification theory of mass communication.10 Marks)

