



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Social Sciences

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BROODCAST JOURNALISM & BACHELOR OF JOURNALISM AND MASS
COMMUNICATION

HMC4104: MASS COMMUNICATION THEORIES

SERIES: JANUARY 2025

TIME: 2 HOURS

DATE: Pick DateDec 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) 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)

b) Discuss the importance of learning the theories of mass communication. (10 Marks).

c) Discuss the Laswell's model of mass communication. (10 Marks)

Question TWO

a) With suitable examples, explain the Two step Flow theory of mass communication. (10 Marks)

b) The media sets the agenda for the modern society. Explain. (10 Marks)

Question THREE

a) Explain the significance of the Spiral of silence theory in media (10Marks)

b) Cultivation Theory examines the long term effects of Television. Discuss FIVE major assumptions of George Gerbner's Cultivation Theory. (10 Marks)

Question FOUR

- a) Discuss the Uses and gratification theory of mass communication. (10 Marks)
- b) Explain the following terms as used in mass communication (10 Marks)
 - i) Selective exposure
 - ii) Selective perception

Question FIVE

- a) Explain the following concepts as used in mass media
 - i) Mass culture (5 Marks)
 - ii) Mass society (5 Marks)

- b) Discuss the Hypodermic needle theory showing its strengths and weakness. (10 Marks)