



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR IN MASS COMMUNICATION

HMC4109: INTRODUCTION TO PRINT MEDIA

END-OF-SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE:

Instructions to candidates

You should have the following for the examination

Answer Booklet, Examination Pass and Student ID

This paper consists of four questions. Attempt question **ONE** (Compulsory) and any other **TWO** questions. Ensure proper referencing where necessary.

Do not write on the question paper.

Question 1 (Compulsory – 30 Marks)

- a) Explain the impact of Johannes Gutenberg's invention of the printing press on the development of print media. (6 Marks)
- b) Discuss the contributions of the Penny Press and Yellow Journalism in shaping modern newspapers. Provide relevant examples. (8 Marks)
- c) Identify and explain the key components of a print media house (Editorial, Production, and Advertising). (6 Marks)
- d) Evaluate the ethical challenges in print journalism concerning objectivity, sensationalism, and fake news. Provide real-life examples where possible. (10 Marks)

Question 2 (20 Marks)

- a) Describe FOUR functions of print media in a democratic society. Use historical or contemporary examples to support your answer. (10 Marks)
- b) Examine FIVE challenges faced by print media in the digital era and suggest possible strategies for survival. (10 Marks)

Question 3 (20 Marks)

- a) Explain how the Agenda-Setting Theory applies to newspaper reporting. Provide examples of major events where this theory was evident. (10 Marks)

b) Discuss the role of citizen journalism in modern print media. What are the advantages and limitations of citizen reporting compared to traditional print journalism? (10 Marks)

Question 4 (20 Marks)

a) Define and explain the inverted pyramid structure of news writing. Provide an example of a well-structured news article. (10 Marks)

b) Outline the key steps in conducting an effective journalistic interview. What are some common mistakes journalists should avoid? (10 Marks)