



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR IN MASS COMMUNICATION

HMC4110: INTRODUCTION TO PRINT MEDIA

END-OF-SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: APR 2025

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 historical evolution of print media, highlighting key milestones such as the Gutenberg Press, the Penny Press, and Yellow Journalism. (10 Marks)
- b) Describe the main organizational structures in a print media house, focusing on the editorial, production, and advertising departments. (8 Marks)
- c) Define news gathering, editing, and publishing in the print media industry. Provide examples of how each process contributes to the final publication. (6 Marks)
- d) Discuss the ethical considerations in print media, particularly about accuracy, objectivity, sensationalism, and fake news. (6 Marks)

Question 2 (20 Marks)

- a) Discuss the role of print media in shaping democracy and public opinion, using historical and contemporary examples. (10 Marks)
- b) Explain the impact of digital media convergence on traditional print media. What are the advantages and challenges print media faces due to digitalization? (10 Marks)

Question 3 (20 Marks)

- a) Apply the Agenda-Setting Theory and Framing Theory to analyze how newspapers influence public perception of major events. (10 Marks)
- b) Discuss the rise of citizen journalism and its impact on traditional print media. What are its benefits and challenges in the modern media landscape? (10 Marks)

Question 4 (20 Marks)

- a) Explain the structure of a well-written news article, including the lead, body, and conclusion. Provide an example of an effective lead for a news report. (10 Marks)
- b) Describe the key principles of interviewing in journalism. What strategies should a journalist use to conduct a successful interview? (10 Marks)