



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

HMC2101: MASS COMMUNICATION

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick DateDec2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of four questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- a) Name any FOUR types of print media. (4 marks)
- b) Briefly discuss the FOUR major functions of mass communication. (8 marks)
- c) Describe any FIVE elements of mass communication. (10 marks)
- d) Explain any FIVE negative effects of mass media on individuals. (10 marks)

Question TWO

- a) Explain any FIVE barriers in mass communication. (10 marks)
- b) Explain any FIVE forms of communication. (10 marks)

Question THREE

- a) Briefly describe the early history and development of Books highlighting FIVE major contributors and dates. (10 marks)
- b) Briefly describe the history and development of radio highlighting FIVE major contributors and dates. (10 marks)

Question FOUR

- a) Explain FIVE specific skills needed for media literacy. (10 marks)
- b) Explain FIVE reasons why media literacy is important. (10 marks)