



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 Date Dec 2024

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) Describe any FIVE characteristics of radio as a mass medium. (10 marks)
- b) Explain the FIVE characteristics of Mass communication. (10 marks)
- c) People use mass media for various reasons. Explain any FIVE functions in society today. (10 marks)

Question TWO

- a) Discuss any FIVE positive effects of mass media on society. (10 marks)
- b) Discuss any FIVE negative effects of mass media on society. (10 marks)

Question THREE

- a) Identify the pioneers or inventors of the following forms of mass media. Cite relevant dates.
- i) Radio (2marks)
 - ii) Television (2marks)
 - iii) Newspaper (2marks)
 - iv) Magazines (2marks)
 - v) Film (2marks)
- b) Briefly discuss the role of the Gutenberg press in mass communication. (4marks)
- c) Define the following terms as pertains to mass communication.
- i. Yellow journalism (2 marks)
 - ii. Sensationalism (2 marks)
 - iii. Mass communication (2 marks)

Question FOUR

- a) Discuss FIVE reasons why *Media Literacy* is important. (10 marks)
- b) Briefly discuss the following mass communication theories
- i) Magic bullet theory (5 marks)
 - ii) Agenda setting theory (5 marks)