



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

HMC 2101: MASS COMMUNICATION

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2024

TIME: 2 HOURS

DATE: Pick DateAugPick Year

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) Identify FIVE characteristics of mass communication. (5 marks)
- b) Outline the primary functions of mass media (5 marks)
- c) Discuss any FIVE elements of communication. (10 marks)
- d) Explain any FIVE reasons why media literacy is important. (10 marks)

Question TWO

- a) Explain any FIVE characteristics used in determining a good theory. (10 marks)
- b) Discuss the following theories:
 - i. Hypodermic needle theory (5 marks)
 - ii. Agenda setting theory (5 marks)

Question THREE

- a) People use mass media for various reasons. Explain any FIVE uses in society today. (10 marks)
- b) Define media convergence. (2 marks)
- c) Briefly discuss how media convergence has affected mass communication. (8 marks)

Question FOUR

- a) State any TEN negative effects of mass media on society. (10 marks)
- b) Discuss how has social media impacted mass communication. (10 marks)