



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 Date Aug Pick 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) Explain FIVE major functions of mass communication. (10 marks)
- b) Explain the FIVE characteristics of Mass communication. (10 marks)
- c) Explain any FIVE barriers in mass communication. (10 marks)

Question TWO

- a) Briefly discuss the FOUR theories of the press citing relevant examples. (12 marks)
- b) Explain the following theories of mass communication. (8 marks)
 - i) Multi-step Flow Theory
 - ii) Cultivation Theory
 - iii) Uses and Gratification Theory
 - iv) Two-step flow theory

Question THREE

- a) Discuss any SIX positive effects of social media on Kenyan society today. (12 marks)
- b) Define the following terms as pertain to mass communication.
 - i. Yellow journalism (2 marks)
 - ii. Sensationalism (2 marks)
 - iii. Theory (2 marks)
 - iv. Mass communication (2 marks)

Question FOUR

- a) Explain any 5 challenges that print media faced that have been eased by the advancement in technology (10 marks)
- b) Explain any FIVE advantages the internet has over other forms of mass media.
(10 marks)