



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR: DIPLOMA IN MASS COMMUNICATION

HMC 2102: MEDIA STUDIES

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2024

TIME: 2HOURS

DATE: Pick Date Aug 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, Examination Pass and Student ID

This paper consists of **FIVE** questions.

Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question 1 – (Compulsory)

- | | |
|----------------------|-----------|
| a) Define | |
| i) Fiber optic cable | (2 marks) |
| ii) Browser | (2 marks) |
| iii) Digital | (2 marks) |
| iv) Prime time | (2 marks) |
| v) Convergence | (2 marks) |

- b) Explain Agenda Setting theory. (6 marks)
- c) Outline FIVE characteristics of the Internet/Online media. (5 marks)
- d) Give FIVE reasons why you need to study the Media. (5 marks)
- e) Explain the ownership of Standard newspaper and its role in colonial Kenya. (4 marks)

Question 2

- a) Illustrate the linear model of mass communication process with at least 7 key elements included. (14 marks)
- b) Explain the role of Feedback in mass communication giving typical examples. (6 marks)

Question 3

- a) Explain the five stages of media literacy process. (10 marks)
- b) Explain the THREE types of broadcasting systems that we find in the Kenyan broadcast industry. Give examples in each case. (10 marks)

Question 4

- a. Highlight the beginnings and development of any ONE of the following mediums in the world:
 - i) Radio
Or
 - ii) Television
Or
 - iii) Newspaper (12 marks)
- b. In regard to the medium you have explained in 4(a) above, briefly discuss the impact it made in the society. (8 marks)

Question 5

- a) Demonstrate ways in which the Online media and Internet generally is changing our ways of life. (15 marks)
- b) Outline FIVE shortcomings of the new media that the society is experiencing. (5 marks)