



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: 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 **FIVE** questions.

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

Do not write on the question paper.

QUESTION 1 (Compulsory)

(a) Define

- | | |
|------------------|-----------|
| i. Internet | (2 marks) |
| ii. https | (2 marks) |
| iii. Browser | (2 marks) |
| iv. TV GE rating | (2 marks) |

(b) Briefly explain how the World Wide Web works (6 marks)

(c) Explain THREE ways in which social media promotes democracy in Kenya. (6 marks)

(d) Outline FIVE characteristics of television as a medium of mass communication. (5 marks)

(e) Give FIVE functions of the Communication Authority of Kenya (CAK). (5 marks)

QUESTION 2

a) Media is often referred variously as a fourth estate and even as a watchdog in the society. In about 200 words, demonstrate how the media has earned such title or recognition in Kenya. (10 marks)

b) Explain FIVE reasons why Media Studies (as a course) is useful to you. (10 marks)

QUESTION 3

Write short notes on any TWO of the following mass media communication theories: Magic Bullet theory; Two-step theory; Uses and Gratification theory; Agenda Setting theory).

(20 marks)

QUESTION 4

a. Discuss FIVE ways in which media influences your culture. Ensure you give relevant examples to support your points. (10 marks)

b. As much as media has a positive role to play in the society, it has shortcomings too. Giving examples, explain any FIVE such shortcomings. (10 marks)

QUESTION 5

(a) Outline THREE strengths and TWO weaknesses of the following types of media:

(i) Print Media (5 marks)

(ii) Television medium (5 marks)

(b) Giving examples, explain FIVE main types of social media. (10 marks)