



# **TECHNICAL UNIVERSITY OF MOMBASA**

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 1)

## **BMC 2103: INTRODUCTION TO PRINT MEDIA**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2014

**TIME:** 2 HOURS

### **INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A** & **B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

***This paper consists of Three printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

- a) Outline **SIX** characteristics of print media. (6 marks)
- b) Explain 'Penny Press' and its role in Europe. (6 marks)
- c) Explain **TWO** differences between "Tabloids" and "Broadsheets". (4 marks)
- d) Describe **THREE** key functions of nationalist media in Kenya's struggle for independence. (6 marks)
- e) Outline **FIVE** tasks of a newspaper reporter. (5 marks)
- f) Giving one example in Kenya, "alternative print media". (3 marks)

### SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Describe Johann Gutelnberg's invention and its contribution in the development of printing in the world. (10 marks)
- b) Discuss how newspaper plays a watchdog role in the society. (10 marks)

### QUESTION 3

- a) Write a short account of the origin and development of the following newspapers upto date:
  - i) National newspaper (8 marks)
  - ii) Standard newspaper. (9 marks)
- b) Highlight **FOUR** factors that hampered the growth of print media over the last two decades. (4 marks)

### QUESTION 4

- a) State **SIX** qualities of a good print media journalist. (6 marks)
- b) Explain the following printing processes:
  - i) Letterpress printing. (7 marks)
  - ii) Offest lithographic printing. (7 marks)

### QUESTION 5

- a) Discuss **FOUR** advantages and **FOUR** disadvantages of the new ICT on the development of print media in our county. (16 marks)
- b) Explain why utmost accuracy is a requirement in the practice of print media journalism. (4 marks)