



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4113: INTRODUCTION TO MASS COMMUNICATION

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: MARCH 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 Two printed pages***

SECTION A (Compulsory)

QUESTION 1

- a) Define “Media Studies”. (2 marks)

- b) State any:
 - i) FOUR forms of folkmedia. (4 marks)
 - ii) FOUR forms of Broadcast media (4 marks)
 - iii) FOUR forms of Print media. (4 marks)

- c) Briefly explain the functions of mass communication in a given community. (8 marks)

- d) Illustrate the Laswellian model communication. (2 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

Discuss the impact of mass communication on individual.

(10 marks)

QUESTION 3

Discuss LittleJohn's model of mass communication.

(20 marks)

QUESTION 4

Discuss the **FIVE** distinct stages of mass communication.

(10 marks)

QUESTION 5

a) Define Digital Television (DTV).

(2 marks)

b) Discuss the benefits of Digital Television.

(18 marks)