



# 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 4116: INTRODUCTION TO PRINT MEDIA**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** FEBRUARY 2013

**TIME:** 2 HOURS

### **INSTRUCTIONS:**

- Answer question **ONE (Compulsory)** and any other **TWO** questions.  
***This paper consists of Two printed pages***
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### SECTION A (Compulsory)

#### QUESTION 1

- a) Define the following terms: **(10 marks)**
- i) Print media
  - ii) Newspapers
  - iii) Media literacy
  - iv) Evenings
  - v) Audience fragmentation.
- b) Distinguish between print and electronic media, giving tangible examples. **(10 marks)**
- c) Discuss the historical development of newspapers in Kenya. **(10 marks)**

### SECTION B (Answer any TWO questions)

#### QUESTION 2

Major breakthrough in print media occurred when the printing process was invented. Discuss **FIVE** such breakthroughs. **(20 marks)**

### **QUESTION 3**

a) Outline **FIVE** roles of the print media. **(10 marks)**

b) List and explain **FIVE** printing processes. **(10 marks)**

### **QUESTION 4**

a) Media Scholar Art Silverblatt (2001) identifies seven fundamental elements of media literacy. Discuss **SEVEN** elements of media literacy. **(14 marks)**

b) Outline the **THREE** broad types of contemporary magazines. **(6 marks)**