



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

BSC 4114: THEORIES OF MASS COMMUNICATION

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

TIME: 2 HOURS

INSTRUCTIONS:

- Answer all questions in Section **A** and any **TWO** questions in Section **B**.
This paper consists of Two printed pages
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SECTION A (Compulsory)

QUESTION 1

Outline any **THREE** theoretical approaches that would influence content in the media. **(15 marks)**

QUESTION 2

‘The Kenyan media is within the Marxist theory framework’. Discuss this argument. **(15 marks)**

SECTION B (Answer any TWO questions)

QUESTION 3

Discuss Genber’s cultivation theory of the mass media. **(20 marks)**

QUESTION 4

Discuss how 'Uses and Gratifications' theory influences Audience Segmentation' and 'Audience fragmentation'. **(20 marks)**

QUESTION 5

Discuss the contribution of Marshall Michuhn's 'Technological determinism' in the shaping of the society today. **(20 marks)**