



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 1)

BMC 2101: MASS COMMUNICATION

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

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 the following terms: **(10 marks)**
i) Mass Communication
ii) Media literacy
iii) Convergence
iv) Audience fragmentation
v) Aliteracy
- b) Distinguish between interpersonal communication and machine assisted interpersonal communication. **(10 marks)**
- c) The printing press made mass communication possible. Discuss. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Media literate consumption requires a number of specific skills. Explain. **(12 marks)**
- b) Outline **FOUR** characteristics of oral culture. **(8 marks)**

QUESTION 3

- a) The uses and gratification theory posits how the individual uses mass communication. Discuss. **(15 marks)**
- b) State **FIVE** advantages of radio. **(5 marks)**

QUESTION 4

- a) Discuss the role of electronic media in political communication. **(10 marks)**
- b) Explain **FIVE** significance of the penny press. **(10 marks)**

QUESTION 5

- Discuss the emerging trends in the modern mass media. **(20 marks)**