



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION
(MASS II)

BMC 1102: INTRODUCTION TO 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) In recent years, violence amongst children has been linked to the influence of violent movies that these children watch. Discuss this in light of media effects. **(10 marks)**
- b) i) Define communication. **(2 marks)**
ii) Discuss any **TWO** models of communication. **(8 marks)**
- c) Discuss the challenges of communication. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss the contribution of the following to the development of print media:

- a) Yellow journalism **(5 marks)**
- b) The Gutenberg revolution **(5 marks)**
- c) The emergence of the political press **(5 marks)**
- d) The Penny press era **(5 marks)**

QUESTION 3

- a) During the post election violence that was witnessed in Kenya in year 2007/2008 live coverage of the events was stopped by the minister of Information at that time because it was propagating the violence. Discuss the role of the media in influencing social change in the society. **(10 marks)**
- b) Discuss the challenges that Arica faces in the global village. **(10 marks)**

QUESTION 4

- a) Compare the two-step theory and the hypodermic needle theory of mass communication. **(10 marks)**
- b) Discuss the challenges of new age media. **(10 marks)**