



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

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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***
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SECTION A (Compulsory)

QUESTION 1

- a) Distinguish between ‘communication’ and ‘mass communication’. **(10 marks)**
- b) Compare and contrast ‘Broadcast’ and ‘Print’ media, citing **FIVE** advantages and **FIVE** disadvantages of each. **(20 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Outline any **FIVE** influence of the normative theories of the press on the Kenyan media practices. **(20 marks)**

QUESTION 3

Discuss how the Gutenberg's revolution has influenced the social relationships in the contemporary society. **(20 marks)**

QUESTION 4

Explain how the 'Media Development' theory would be applicable in a multiparty state. **(20 marks)**