



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS I)

BMC 1102: 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.

SECTION A (Compulsory)

QUESTION 1

- a) Discuss the following in relation to mass communication:
- i) Interpersonal communication (5 marks)
 - ii) Machine aided interpersonal communication. (5 marks)
 - iii) Mass communication. (5 marks)
- b) Mass communication is in itself a communication process. Discuss. (10 marks)
- c) Outline the characteristics of media audience. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss the following models of communication

- a) Harold Laswell (Laswellian model). (5 marks)
- b) Osgood and Schramm model (5 marks)
- c) Aristotle's model (5 marks)
- d) Berlo's model (5 marks)

QUESTION 3

Explain any **FIVE** functions of the media. (20 marks)

QUESTION 4

Define the terms below as used in mass communication:

- a) Media vehicle (4 marks)
- b) Muckrakers (4 marks)
- c) Media conglomerates (4 marks)
- d) Semantic noise (4 marks)
- e) Channel (4 marks)

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