



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 4114 : MASS COMMUNICATION THEORY

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 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) You are conducting HIV/AIDS awareness in your county as a youth officer, but you are experiencing challenges from the people in adopting the concepts you are advocating for in your campaign. Using the Diffusion of Innovation Theory describe in detail how this situation could be relevant in the theory, **(20 marks)**
- b) Describe the cycle of behavior that is outlined in Albert Banalura's social learning theory **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain the TWO factors that influence ‘decision making in the Theory of Reasoned Action.
- b) Outline how ‘Agenda setting function of the media influences ‘decision making’ **(12marks)**

QUESTION 3

Discuss George Gerbner’s cultivation Theory of the Mass media **(20 marks)**

QUESTION 4

Discuss the FOUR factors that influence the theory of social construction. **(20 marks)**