



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 1)

BMC 2103: INTRODUCTION TO PRINT MEDIA

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.

SECTION A (Compulsory)

QUESTION 1

- a) Explain the following terms.
- i) Hierographic (2 marks)
 - ii) Guneiform (2marks)
 - iii) Parchment (2marks)
 - iv) Vellum (2marks)
 - v) Mijuscule (2marks)
- b) State a least TEN qualifications of a good sub-Editor. (10 marks)
- c) Name any Four leading Daily newspapers while indicating their year of any first publication. (8marks)
- d) Define print media. (2marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

Discuss the qualities of a true Newspaper as advocated by a distinguished American historian of journalism Edward Emery. (20marks)

QUESTION 3

Trace the history of 'The penny press' (20 marks)

QUESTION 4

State any explain any FIVE printing processes. (20 marks)

QUESTION 5

Compare and contrast print and B. Electronic media. (20marks)

QUESTION 6

Discuss the relevancy of convergency in the new media context. (20marks)