



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: AUGUST 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

Define communication. (2marks)

- a) Explain three factors that influence the element of communicator process. (5marks)
- b) List five characteristics of Mass Communications (5marks)
- c) Compare the strength of radio. (5 marks)
- d) Identify 5 media of mass Communication in Kenya. (5marks)
- e) Identify 5 Reasons why one may use television in his political campaigns rather than a newspaper threat. (5marks)
- f) Identify the there faced by early newspaper in Kenya (5marks)
- g) State 3 types of noise. (3marks)

SECTION B

QUESTION 2

With suitable examples explain the Two step theory of mass communication. (10marks)

- a) The media sets the Agenda for the modern society. Explain. (10marks)

QUESTION 3

Identify and Discuss the major difference between Aristote and Laswells model. (20marks)

QUESTION 4

- i) Explain Reasons as to why journalist should study mass communication theories. (10marks)
- ii) Distinguish Mass Communication from Human consumer. (10marks)