



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: 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***
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SECTION A (Compulsory)

QUESTION 1

- a) I) Outline the nature of 'mass communication' (6marks)
ii) Differentiate between 'Interpersonal' and 'Mass Communication'. (8marks)
- b) I) Highlight any FOUR functions of the mass media. (8marks)
ii) Explain any THREE media effects on society. (6marks)
iii) Describe how politics of the day influence media messages. (4marks)

SECTION B

QUESTION 2

Describe the impact of 'Radio' in Kenya.

(20marks)

QUESTION 3

Discuss the relationship between 'media' literacy' and culture'.

(20marks)

QUESTION 4

Discuss the impact of the growth of the print media on modern journalism.

(20marks)