



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

(A Centre of Excellence)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(MASS I)

BMC 1101: INTRODUCTION TO PRINT MEDIA

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2012

TIME ALLOWED: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

This paper consists of **FIVE** questions in two sections

Answer **ALL** questions from section **A (COMPULSORY)** and any other **TWO** from section **B**
This paper consists of **TWO** printed pages

SECTION A (Compulsory)

Question One

a) Explain the following terms as used in print media.

- (i) Redundancy
- (ii) Clitches
- (iii) Jargon
- (iv) Slang
- (v) Caption
- (vi) Prominence
- (vii) Proximity
- (viii) Transition
- (ix) Novelty
- (x) Consequence

(20 marks)

b) Explain **FIVE** setback faced by Early Newspaper in Kenya.

(10 marks)

Question Two

Explain **TEN** ethical considerations that news reporters should adhere in their daily operations.

(20 marks)

Question Three

a) Explain yellow

(5 marks)

b) Discuss the revolution of print media in Kenya.

(15 marks)

Question Four

a) Explain the Muckracking era of journalism.

(5 marks)

b) Explain the differences between a magazine and a newspaper.

(15 marks)

Question Five

“The media set the agenda”. Discuss the statement giving suitable examples.

(20 marks)

--- END ---

