



**THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

**(A Constituent College of JKUAT)**

(A Centre of Excellence)

# **Faculty of Business & Social Studies**

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATION FOR:

**BACHELOR OF JOURNALISM & MASS COMMUNICATION**

(BJMC 1)

BMC 4113: INTRODUCTION TO MASS COMMUNICATION

**END OF SEMESTER EXAMINATION**

**SERIES: DECEMBER 2012**

**TIME ALLOWED: 2 HOURS**

## **INSTRUCTIONS TO CANDIDATES:**

This paper consists of **FIVE** questions in two sections **A & B**  
Answer **ALL** questions in section **A** and any other **TWO** in section **B**  
This paper consists of **TWO** printed pages

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## **SECTION A (COMPULSORY)**

### **Question One**

“The radio is considered as the most powerful tool of mass communication”. Do you agree? Explain any **THREE** points on this statement within the Kenyan context. **(15 marks)**

### **Question Two**

The Kenyan media should operate within a balanced framework of the Normative theories of the press. Identify and describe any **THREE** Normative Theories of the press. **(15 marks)**

**SECTION B (Attempt any TWO questions)**

**Question Three**

Discuss **FOUR** ways in which the internet has made major contributions to the study of mass communication. **(15 marks)**

**Question Four**

Outline any **FOUR** influence of the Gutenberg's revolution to the print media in Kenya.

**Question Five**

Discuss the growth of the following film industries.

- (i) Bollywood
- (ii) Hollywood
- (iii) Riverwood

**(20 marks)**

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