



**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 2)

BMC 4114: THEORIES OF 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

---

### **SECTION A (COMPULSORY)**

#### **Question One**

Discuss the relationship between a 'culture' and 'communication'.

**(15 marks)**

#### **Question Two**

Discuss the influence of the media on attitude change.

**(15 marks)**

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

**Question Three**

Discuss the cultivation theory of communication and the contribution it has made to the development of media messages. **(20 marks)**

**Question Four**

Using theory of your choice discuss the relationship between politics and the media. **(20 marks)**

**Question Five**

Discuss any **FOUR** Normative Theories of the media. **(20 marks)**

**--- END ---**