



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

BMC 4116: INTRODUCTION TO PRINT MEDIA

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2012

TIME ALLOWED: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

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

SECTION A (COMPULSORY)

Question One (Compulsory)

Define the following terms:

(10 marks)

- (i) Mass Media
- (ii) Aliteracy
- (iii) Culture
- (iv) Hypercommercialism
- (v) Convergence

Question Two

Discuss **FIVE** major contributions of industrial revolution in furthering literacy.

(10 marks)

Question Three

Explain **FIVE** reasons why early settlers did not find books central to their lives. **(10 marks)**

SECTION B (Answer any TWO questions)

Question Four

a) Books traditionally have been seen as a powerful cultural force. Discuss **SEVEN** powerful cultural forces of books. **(14 marks)**

b) State **THREE** sales categories of books. **(6 marks)**

Question Five

a) State **FIVE** types of newspapers. **(10 marks)**

b) Outline **FIVE** factors that led to the development of yellow journalism. **(10 marks)**

Question Six

a) Explain **SIX** factors that fueled the expansion of the magazine industry at the beginning of the 20th century. **(10 marks)**

b) Outline **FIVE** factors that led to the demise of the mass circulation era and the development of the era of specialization in magazines. **(10 marks)**

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