



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN BROADCAST/PRINT JOURNALISM

MASS COMMUNICATION

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **SEVEN** questions.
2. Answer any **FIVE** questions.
3. Cheating leads to disqualification.
4. Switch off mobile phone.

- Q.1 (a) (i) State the factors that led to the penny press. (4 marks)
- (ii) Name any **TWO** of the penny press newspapers. (2 marks)
- (b) State any **FOUR** types of newspapers. (4 marks)
- (c) Discuss how technological advancement has impacted positively on books. (10 marks)
- Q.2 (a) (i) Explain the contribution of Johann Gutenberg in mass communication. (4 marks)
- (ii) State the year for the above 2(a)(i). (3 marks)
- (b) Explain the process of mass communication. (14 marks)
- Q.3 Discuss the following functions of mass media:
- (a) Agenda setting (5 marks)
- (b) Watchdog (5 marks)
- (c) Inform (5 marks)
- (d) Socialization (5 marks)
- Q.4 Describe the nature of political communication in Kenyan media. (20 marks)
- Q.5 (a) Identify **FIVE** effects of mass media on social behavior. (10 marks)
- (b) Give your opinion on the coverage of African issues by Western media. (10 marks)
- Q.6 Discuss the following:
- (a) Magic bullet theory (8 marks)
- (b) Normative theory (4 marks)
- (c) Two-step flow theory. (8 marks)
- Q.7 Discuss relevancy of studying, *Introduction to mass communication* to a journalist. (20 marks)