



# THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

## *Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (BROADCAST/PRINT)

(DMC)

## INTRODUCTION TO PRINT MEDIA

MODULE I EXAMS

**SERIES:** APRIL/MAY 2010

**TIME:** 2½ HOURS

### INSTRUCTIONS TO CANDIDATES

1. The paper consists of **SEVEN** questions.
2. Answer any **FIVE** questions.
3. All questions carry equal marks.
4. Cheating will lead to automatic disqualification.

- Q.1 Define Yellow journalism and mention the relevance of Joseph Pulitzer's brand of journalism to today's journalism? (20 marks)
- Q.2 Describe the origin of wire services, their importance today and write notes on two leading ones. (20 marks)
- Q.3 Discuss the main steps that a story follows in a daily newspaper. (20 marks)
- Q.4 List and discuss the **FIVE** core uses of newspapers to readers in the Kenyan context. (20 marks)
- Q.5 Describe the history of print media in Kenya. (20 marks)
- Q.6 Describe a typical organizational structure of a daily newspaper and use a diagram to summarize the explanation. (20 marks)