



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS, COMMUNICATION STUDIES
END OF SEMESTER EXAMINATION

BAC 1202: MEDIA INDUSTRIES, AUDIENCES AND SOCIETIES

Date: Monday 4th March 2019

Time: 08:45 – 10:45

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

QUESTION ONE- COMPULSORY (30MARKS)

- a) Explain **three** elements that explain why the media is an industry. **(9 marks)**
- b) Provide **three** reasons why it is necessary to segment media audiences. **(6 marks)**
- c) Explain two ways in which technology has affected media industries. **(6 marks)**
- d) The “*New York Times*” and western media outlets in general have been accused of showing inappropriate images of the victims of terror attack in Kenya.” What are your views on the accusation? **(6 marks)**
- e) Give a reason why video is considered the most popular text among audiences. **(3 marks)**

QUESTION TWO (15 MARKS)

Use concepts from **two theories** of your choice to describe the interaction between audiences and texts.

QUESTION THREE (15 MARKS)

- a) Explain your understanding of the watershed period on broadcast of content in Kenya? **(5 marks)**
- b) With the help of illustrations, discuss three aspects of global media audiences in Kenya. **(10 marks)**

QUESTION FOUR (15 MARKS)

- a) “The Government of Kenya has asked you to develop content for its audiences on its Big 4 agenda.” Explain two areas of focus when planning for your assignment. **(6 marks)**.
- b) Discuss how media texts in Kenya represent the following three elements: **fashion, health** and **gender based violence**. **(9 marks)**

QUESTION FIVE (15 MARKS)

Describe the functions of the following media institutions in Kenya.

- a) Kenya Film classification board
- b) Media Council of Kenya
- c) Communications Authority