



SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

END OF SEMESTER EXAMINATION

BAC 1202: MEDIA INDUSTRIES, AUDIENCES AND SOCIETIES

Date: 18th March, 2022

(60 MARKS)

Time: 08:00 – 10:00

INSTRUCTIONS: THIS EXAMINATION CONSISTS OF FIVE QUESTIONS. SECTION A IS COMPULSORY. ANSWER TWO QUESTIONS IN SECTION B.

SECTION A: (COMPULSORY)

QUESTION ONE (30 Marks)

- a) 'A society with media literacy skills would easily overcome the agenda setting power of the media'. Discuss the statement with reference to THREE relevant examples.

(10 Marks)

- b) Examine how technological advancements in media production have led to both media Imperialism and cultural imperialism. Use relevant examples.

(6 Marks)

- c) If you were the editor in a local television station in Kenya, why would you choose to air the following stories?

i) Russian missile attacks on Ukraine.

ii) A local plane crash in Sudan.

iii) A narration by a patient who has been living with cancer for over 15 years.

(6 Marks)

- d) Using relevant examples, define the following Mass Communication terms and phrases:

i) Target Audience

ii) Narrowcast Media

iii) Censorship

iv) Deconstructing Media

(8 Marks)

SECTION B (ATTEMPT TWO QUESTIONS IN THIS SECTION)

QUESTION TWO

- a) Using **THREE** relevant examples, explain how media representations intensify social inequalities.

(9 Marks)

- b) Highlight any **THREE** factors that affect the independence of media in your country. Give examples.

(6 Marks)

QUESTION THREE

- a) Citing **FOUR** relevant examples, examine how the media can be used as a tool for unity and peacebuilding during the electioneering period in your country.

(10 Marks)

- b) Using any **TWO** relevant examples, discuss the view that people consume media mainly for 'escapism.'

(5 Marks)

QUESTION FOUR

- a) Identify the importance of vernacular media in societal change and development. Use TWO relevant examples.

(6 Marks)

- b) Examine the significance of podcasts, blogs and vlogs in contemporary society.

(6 Marks)

- c) Explain how actions by some media audiences contradict the assertions by the Magic Bullet Theory.

(3 Marks)

QUESTION FIVE

- a) Using **FIVE** relevant and recent examples, discuss the statement, "Our world is controlled and dominated by the mass media."

(10 Marks)

- b) Explain the significance of feedback from audience research to a media house.

(5 Marks)