



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
Bachelor of Arts, Communication Studies
END OF SEMESTER EXAMINATION
BAC 1202: Media Industries, Audiences and Societies

DATE: 22nd March 2018

Time: 14:15 – 16:15 Hours

Instructions

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

QUESTION ONE- COMPULSORY (30MARKS)

Text 1

Nibs to put up Sh400m 5-star hotel in upmarket Kileleshwa

Nairobi Institute of Business Studies (Nibs) will put up a Sh400 million five-star hotel in the upmarket city suburb of Kileleshwa.

The facility will offer commercial services as well as serve the institute's hospitality students in practical training as well as internship.

Founder and chief executive officer Lizzie Wanyoike said the funding has been secured from Equity Bank and a contractor picked.

“It is a diversification project and will join other expansion endeavors of the Nibs. We are looking into the future and consolidating our incomes into broader investment spectrum,” she said.

The facility will be run as a commercial enterprise with own profit and loss accounts despite affiliation to the Nibs.

It is expected to open for business by 2019. Other affiliated ventures are land-buying and selling as well as the Lizzie Wanyoike Foundation.

Ms Wanyoike said the business has been growing steadily for the past 17 years, with rapid growth recorded in the period between 2010 to date.

“We have grown this investment from the Sh6 million capital of 2010 to the current status where we now sit on a Sh600 million 10 acres of land in Kimbo, Ruiru that’s fully developed,” she said.

She said the Nibs student population has hit 6, 000 and is managed by 250 staff.

The Nibs entry into Ruiru is reported to have been key to real estate development in the area.

Area business community chairman Francis Onyancha said by 2010 the area was undeveloped and only sprouted to life when Nibs was established in the area.

“Real estate shot up through the roof. There was scramble for land around the college,” he said.

In 2010, an acre of land along the Nairobi Thika Superhighway on Ruiru-Kimbo stretch was selling at Sh5 million. Today the price is Sh60 million,” he says.

Investors have taken advantage of Nibs presence to build hostels, rental houses and hospitality industry became defined.

Text 2

Junk artist creates offline television show

Despite running his own offline TV station in Githurai, which he switches on especially for guests who come to see him at his home studio, Evans Maina Ngure prefers to be known as a Junk Artist rather than a DJ or anchor man.

He also doesn’t mind being called a Scavenger, but surely not a socialite or celeb since he really doesn’t have time to be seen in ‘high society.’

In fact, he will only be there if it’s to make a special delivery of one of his junk works of art.

Nonetheless, Ngure could easily be described as an entertainer since he’s a sort of mobile junk fashion model whose wearable art is ever-changing and much sought after.

He is entertaining because he is something of a trend-setter, a guy who rouses public curiosity since nobody knows what new hand-crafted item he’ll be wearing next.

Mostly, Ngure is known for his junk-art jewelry which appeals to both women and men, especially among youth under 30.

In fact, both men and women are keen on his hand-crafted metal pendants and leather wrist cuffs. But even his accessorised belts and leather bags are most marketable.

Nobody seems to mind that Ngure’s jewelry, bags and other leather goods are redesigned from ‘found objects’ that he collects in Jua Kali joints and junk yards all over Nairobi.

Over the holidays, he says his scrap-metal wind chimes have also been best-selling items.

“It’s not easy to get scrap metal since the market for it is huge.

The biggest buyers are Chinese who send it in bulk back home to be melted down and reused for making cars and other goods,” he explains.

The Kenyatta University graduate (2013) is surprisingly conversant in scrap-metal sales since he not only uses it in his jewelry- making but also in his junk art ‘paintings’ and especially with his wind chimes. On the local scrap-metal market, he says a kilogramme of aluminum goes for Sh150 while iron goes from Sh15-Sh30 and stainless steel can fetch as much as Sh250.

“At one point in my life (after university), I was down with the chokora collecting iron nails that I sold so I could eat,” Ngunjiri admits.

Fortunately, his life has picked up since then thanks to the man’s resourceful ingenuity and shameless style of transforming trash into treasures.

In the New Year, Ngunjiri’s off-line TV show is scheduled to be screened at the British Institute of East Africa. Otherwise, you can see it in Githurai.

Note: Both texts are adapted from the Business Daily, a publication of the Nation Media Group

Questions:

- a) Describe the audiences for texts 1 and 2 through use of illustrations from the texts **(8 marks)**
- b) Explain your understanding of the concept of media industries through use of **three** parameters **(6 marks)**
- c) Explain how agenda setting theory is applicable in the production of these two texts **(4 marks)**
- d) Describe two regulations that reporters adhere to when producing such media texts **(6 marks)**
- e) Identify two other media industries, apart from the one represented by the two texts **(2 marks)**
- f) Explain how this specific media industry makes profits **(4 marks)**

QUESTION TWO (15 marks)

Discuss the mechanisms that have been put in place to regulate content being consumed by radio and TV audiences, and indicate the effectiveness of these mechanisms.

QUESTION THREE (15 marks)

Describe the role of the following institutions in the Kenyan media industry:

- i) Kenya Film Classification Board
- ii) Media Council of Kenya
- iii) Communications Authority

QUESTION FOUR (15 marks)

“Youth in Kenya have become obsessed with the use of video and computer games.” Discuss the effect of these games on the youth, and suggest how this may be mitigated.

QUESTION FIVE (15 marks)

- a) Identify three media industries, and outline how they produce and distribute their content **(9 marks)**
- b) Explain how the film industry may contribute to the social economic development of Kenya **(6 marks)**.