



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

Bachelor of Arts in Communication

END OF SEMESTER EXAMINATION

BAC 1202: Media Industries, Audiences and Societies

Date: Monday, 16th March 2020

Time: 10:30:12:30

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

SECTION A: (COMPULSORY)

QUESTION ONE

- a) Using relevant examples, explain **THREE** ways through which a Society with Media Literacy Skills would overcome the 'Agenda setting power' of the Media. (9 Marks)
- b) Highlight **FOUR** elements that characterize newsworthy events. (4 Marks)
- c) Using relevant examples, define the following communication terms and phrases as used in Mass Communication.
- i) Target Audience

ii) Media Imperialism

iii) Censorship

iv) Media Convergence

v) Narrowcast Media

(10 Marks)

d) Explain **THREE** ways through which the 'New Media' has diminished geographical distance between different countries. (3 Marks)

e) Highlight the **TWO** main characteristics of Mass Media Audiences. (4 Marks)

SECTION B: (ATTEMPT ANY TWO QUESTIONS FROM THIS SECTION)

QUESTION TWO

a) Evaluate the future of newspapers in the rise of communication technologies. (9 Marks)

b) Giving relevant examples, explain how the media has shown its power and ability to 'set the agenda' in Kenya through priming and framing. (6 Marks)

QUESTION THREE

a) With reference to Kenya, critique any **THREE** functions of advertising citing examples.

(9 Marks)

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

(6 Marks)

QUESTION FOUR

- a) Based on any **TWO** assumptions of the Uses and Gratification theory and Magic Bullet Theory, explain how the two theories contradict each other. (4 Marks)
- b) Explain **TWO** ways through which new communication technologies have impacted on media during each of the following stages:
- i) News packaging
 - ii) News presentation
 - iii) News consumption
- (6 Marks)
- c) With reference to Kenya, discuss any **THREE** threats that user-generated content pose to the practice of journalism. (5 Marks)

QUESTION FIVE

- a) Outline **TWO** ways how the internet has aided the practice of journalism in Kenya. Use relevant examples. (5 Marks)
- b) Formulate **THREE** pieces of advice you could give a professional journalist who is faced with the challenge of filtering and verifying user-generated content. (6 Marks)
- c) Evaluate the significance of blogs in the contemporary society. (4 Marks)