



Strathmore
UNIVERSITY

**STRATHMORE INSTITUTE
DIPLOMA IN JOURNALISM AND NEW MEDIA
END OF SEMESTER EXAMINATION
DJNM 1206: STEREOTYPES IN MEDIA AND MANAGING IN MEDIA DIVERSITY**

DATE: 7th December 2018

Time: 2 Hours

Instructions

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

QUESTION ONE – COMPULSORY QUESTION

- i. Define using clear relevant examples the following terms:
 - a. Stereotype (3 marks)
 - b. Prejudice (3 marks)
 - c. Discrimination (3 marks)
 - d. Media Monopoly. (3 marks)
 - e. Media Oligopoly. (3 marks)
 - f. Media Pluralism (3 marks)
 - g. Media Diversity. (3 marks)
- ii. Assess the differences between media monopoly and media diversity and present the comparative advantages and disadvantages of both practices. (9 marks)

QUESTION TWO:

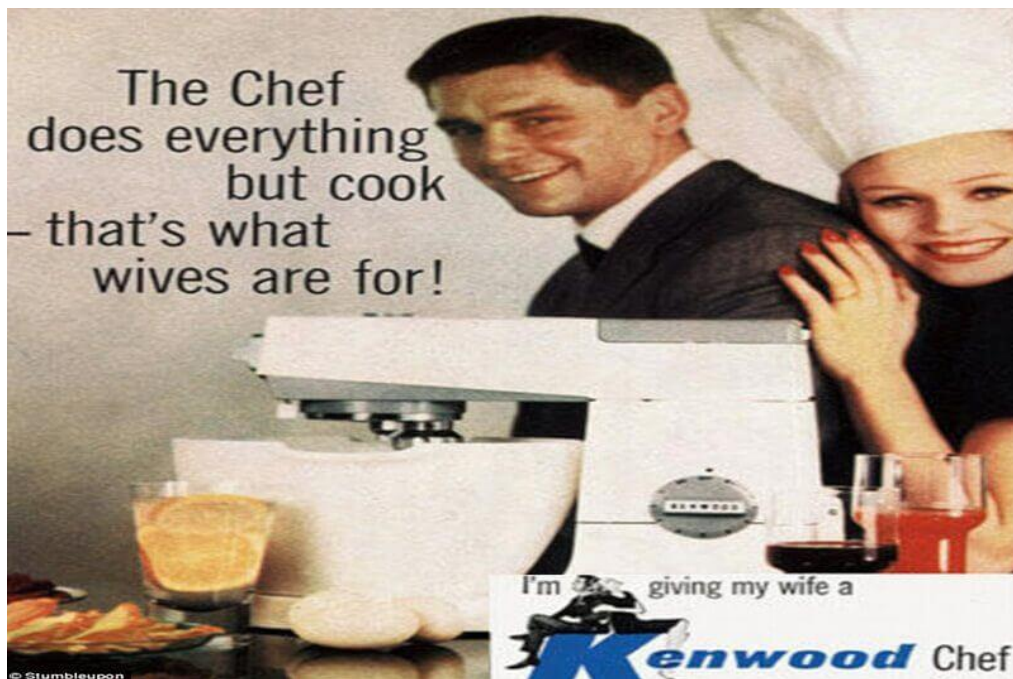
The formation of stereotypes, prejudices and discriminative actions are influenced by several social, cultural, political and economic factors. Explain five (5) of these common factors using clear

illustrations and demonstrate how they predispose the attitudes and behaviours of individuals and communities. **(15 marks)**

QUESTION THREE:

- a) Besides sex and gender, identify and critique five (5) common stereotypes found and portrayed in media. **(10 marks)**
- b) Study the media images below and debate their reflection of societal attitudes revolving around gender and sex values. **(5 marks)**





QUESTION FOUR:

- a) Describe the five core principles of professional journalism. **(5 marks)**
- b) Journalists have been blamed for promoting stereotypes in the media and compromising media integrity. Discuss using specific examples to support your argument. **(10 marks)**

QUESTION FIVE:

The Universal Declaration of Human Rights is a historic document that was adopted by the United Nations General Assembly at its third session on 10th December, 1948. The Declaration consists 30 articles affirming an individual's human rights. Many of these rights have been ratified and adopted by many countries around the world including Kenya. Chapter 4 of Kenya's Constitution details the Bill of Rights that cover an individual's basic human rights. Identify seven (7) common rights captured by the two statutes and explain their significance **(15 marks)**.