



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN INTERNATIONAL STUDIES
END OF SEMESTER EXAMINATION
BIS 4115: MEDIA & INTERNATIONAL STUDIES

DATE: 1st November 2024

TIME: 10:30 – 12:30

Instructions

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

Question One

- a) Using relevant examples, discuss how different states around the world have used Films/Movies as soft power
(15 marks)
- b) Describe the role of memes and propaganda in today's global society citing recent relevant examples
(15 marks)

Question Two

“Divergent media narratives can be attributed to geopolitical interests, political alliances, and domestic audiences”, using the concepts of agenda setting and framing in media, critically analyse this statement using relevant examples
(15 marks)

Question Three

Discuss any **FIVE** reasons why there is less coverage of the environment and planetary matters in media and what can be done improve this condition.

Question Four

a) Describe the following concepts using relevant examples

(8 marks)

- I. Media literacy
- II. Media literacy skills
- III. Digital Literacy
- IV. Media Influence

b) Give any **FIVE strategies** for identifying & countering misinformation and fake News

(7 marks)

Question Five

Discuss any **FOUR** Ethical considerations for Journalists Reporting on Conflict and War

(15marks)