



**STRATHMORE INSTITUTE
DIPLOMA IN JOURNALISM AND MEDIA
END OF SEMESTER EXAMINATION
CODE: DJNM 1101
HISTORY AND CULTURE OF COMMUNICATION AND MEDIA**

DATE: 13th August 2019

Time: 2 Hours

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.
3. Do not write on the question paper.

QUESTION 1 (30 MARKS)

Read the passage below then answer the questions that follow

For the world press freedom day and beyond: Defend media freedom (By Ewelina U. Ochab)

World Press Freedom Day is celebrated on May 3 each year. The day was proclaimed as such by the UN General Assembly in 1993 acting on a recommendation from UNESCO. The day is used to “celebrate the fundamental principles of press freedom; assess the state of press freedom throughout the world; defend the media from attacks on their independence, and pay tribute to journalists who have lost their lives in the line of duty.”

The theme for this year’s World Press Freedom Day is “Media for Democracy: Journalism and Elections in Times of Disinformation.” The concept note for the celebration states:

Today, the contribution of free, pluralistic, independent and safe journalism to democracy is under unprecedented stress. Also, election outcomes and their aftermath are critically affected by political discourse and communications, including the role of the media in relation to the polling process. Many societies have falling trust in established political parties and in news outlets themselves. This is often accompanied by polarizing political discourse that threatens peaceful elections as well as press freedom.”

The theme of the day aligns with the Sustainable Development Goals (SDG) set by the UN General Assembly in 2015. SDG 16, for example, concerns issues of peace and democracy as preconditions for equitable and sustainable development. It states that: “When freedom of expression and safety of journalists are protected, the media can play a vital role in preventing conflict and in supporting peaceful democratic processes.” SDG 16.10 also urges states to “ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.”

Ensuring the safety of journalists is the primary way by which we can foster the independence and freedom of the press, as crucial for democracy. Such a goal is also vital to ensure public access to information. And indeed the threat is real.

According to the International Federation of Journalists, in 2018 alone, at least 94 journalists were killed. The 2018 data indicates an increase from the previous year which concluded with 82 fatalities. The most dangerous countries for journalists in 2018 were Afghanistan with 16 fatalities and Mexico with 11, followed by Yemen with 9, Syria with 8 and India with 7. The data, presented by Reporters Without Borders (RSF), identifies slightly lower numbers of fatalities at 80 (with 49 deliberately killed and 31 killed while reporting). The RSF report further confirms that three journalists were reported missing, 60 held hostage and 348 detained. RSF names Afghanistan as the most dangerous place for journalists with 15 fatalities, followed by Syria with 11, Mexico with 9, Yemen with 8 and US and India with 6 each. Despite the difference in figures, both agree that 2018 witnessed an increase in such fatalities and the level of threat to journalists.

The serious threat to journalists' safety is characteristic of conflict areas. However, the mentioned reports feature many countries without reputations for active armed conflicts. Places like Mexico, US or India. In the US for example, four journalists employed by the Capital Gazette in Annapolis, Maryland were killed on June 28, 2018, when a man walked in and opened fire.

Recent years have shown that even strong and stable European countries do not escape violence against journalists. For example, in October 2017, Daphne Caruana Galizia, a Maltese journalist exposing government corruption and misconduct by Maltese politicians and Panama Papers, was murdered in a car bomb attack in Malta, a place considered to be peaceful and safe. 19 months later, Maltese investigators are still no closer to expose those responsible for the act.

In February 2018, Slovak investigative journalist Ján Kuciak, who had been investigating corruption allegations linking Slovak businessman and politicians to Italian organized crime, was murdered alongside his fiancée Martina Kusnirova. Investigative journalism on the subject of corruption also claimed the life of Bulgarian journalist Victoria Marinova in October 2018.

Aside from concerning fatality rates, it is crucial to emphasize the high numbers of journalists being detained because of their investigative work. According to RSF, in 2017, more than half of the world's imprisoned journalists are being held in just five countries: China (with 60 imprisoned), Egypt with 38, Turkey with 33, Saudi Arabia with 28 and Iran with 28.

To respond to some of the identified challenges, only a few weeks before the World Press Freedom Day, British Foreign Secretary Jeremy Hunt and Canadian Foreign Minister Chrystia Freeland launched a joint initiative "Defend Media Freedom" that aims to shine a spotlight on media abuses and address the trend of violence against journalists. On July 10-11, 2019, the UK and Canada will host the International Conference on Media Freedom to further the aims of the joint campaign. Another initiative that needs to be mentioned is TrialWatch® launched by the Clooney Foundation for Justice in cooperation with the Office of the United Nations High Commissioner for Human Rights, the American Bar Association, Columbia Law School and Microsoft. Among others, the initiative will monitor trials of journalists around the world to ensure that the judicial system is not used to silence journalists and curtail freedom of speech.

The above overview portrays only the tip of the iceberg of challenges that journalists face on a daily basis while trying to deliver news and inform the public about the situation around the world. The issue cannot be ignored anymore. It is time to take a strong stance on the issue.

Questions

- i. Describe four specific cases in the excerpt where press freedom has been infringed (8 marks)
- ii. Why do you think Afghanistan, Mexico, Syria, Yemen are among the most dangerous countries for journalists? Give two reasons. (4 marks)
- iii. Identify with examples three global efforts to address challenges journalists face (6 marks)
- iv. From the Kenyan context, discuss with examples four types of violations against the press (12 marks)

QUESTION 2 (15 MARKS)

In five ways, explain how classical theorists in general (like Socrates, Plato and Aristotle) have contributed to journalism today. (15 marks)

QUESTION 3 (15 MARKS)

Discuss the applicability of the following media and communication theories. Focus on the origin, purpose and examples of the theory. (15 marks)

- a) Uses and gratification
- b) Cultivation theory
- c) Agenda Setting

QUESTION 4 (15 MARKS)

In three ways, show how media owners influence the news coverage and public discourse (15 marks)

QUESTION 5 (15 MARKS)

Discuss in three ways how the media is being commercialised today, and show the effect of this on news coverage. (15 marks)