



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

Date: Tuesday, 15th November, 2022

Time: 10:30 -12:30

INSTRUCTIONS:

SECTION A IS COMPULSORY. ANSWER TWO QUESTIONS IN SECTION B.

SECTION A (30 Marks)

QUESTION ONE

- a) Examine the media's role in setting and shaping public agenda. Use a local and an international example. (10 Marks)
- b) Outline **TWO** ways through which the media contribute to national and international policy formulation. (6 Marks)
- c) 'Media freedom is not absolute'. Using **TWO** relevant examples analyze the statement. (8 Marks)
- d) Explain the following concepts and phrases as used in media and international studies. (6 Marks)
 - i) Virtual communities.
 - ii) Cultural imperialism.
 - iii) Multi-step theory.

SECTION B (ANSWER TWO QUESTIONS IN THIS SECTION)

QUESTION TWO

- a) Explain the meaning of the concept, ‘social movements.’ (3 Marks)
- b) Using at least **TWO** relevant examples for each, compare and contrast the effectiveness of media use by old social movements and new social movements in initiating social change in the society. (12 Marks)

QUESTION THREE

- a) Using a relevant example, define media globalization. (3 Marks)
- b) Discuss the impact of media globalization to developing countries. Use relevant examples. (12 Marks)

QUESTION FOUR

- a) With reference to any **THREE** stages of international conflict, examine the role of media as a tool for peacebuilding. (9 Marks)
- b) Identify the role digital media has played in the evolution of terrorist activities globally. Give **TWO** relevant examples. (6 Marks)

QUESTION FIVE

- a) Define the following concepts as used in media studies. (5 Marks)
 - i) CNN Effect
 - ii) Aljazeera Effect
- b) Using relevant examples, assess the relevance of CNN Effect and Aljazeera Effect in the modern world. (10 Marks)