



Strathmore
UNIVERSITY

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

DATE: Thursday 24th October 2019

TIME: 08:00 – 10:00

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.
 1.
 - a) Using practical examples, Evaluate any **FIVE** factors that Influence human rights coverage by the media **(20 marks)**
 - b) Discuss any two theories of organization of media that have been used to explain the circumstances surrounding media ownership. **(10 marks)**
 2. Describe the indicators of press freedom, and explain its importance **(15marks)**
 3. Discuss the Positive and Negative implications of “CNN and Aljazeera” effects and evaluate how they affect government policies. **(15 marks)**
 4. Framing theory suggests, “How something is presented to the audience influences the choices people make about how to process that information”. Using the Somali case study, evaluate this statement. **(15 marks)**
 5. Using practical examples discuss any **FOUR** roles of media in our society and explain factors that attract/influence media and news production. **(15 marks)**

END