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SCHOOL OF HUMANITIES & SOCIAL SCIENCES

COURSE/PROGRAMME TITLE: Bachelor of Arts, Communication Studies
END OF SEMESTER EXAMINATION
UNIT CODE & TITLE: BAC 1207-History and Structure of the Media

DATE: 12 March 2018   Time: 2hrs

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

<u>Question one (30 marks)</u>

Donald Trump Announces "Dishonest Media Awards" Reveal Set For Day After Golden Globes

No doubt anticipating more blow-back in his general direction at Sundays sure-to-be-highly-charged <u>Golden Globe Awards</u>, President <u>Donald Trump</u> tweeted Tuesday evening that, the day after the awards ceremony, he will announce winners of his new "MOST DISHONEST & CORRUPT MEDIA AWARDS OF THE YEAR." All-caps are his.

Trump's ceremony, which we imagine will emanate from the White House – marking the 235th Thing That We Never Thought We Would Write As Having Happened At the White House to happen since Trump moved in a year ago – is set for 5 PM, he tweeted, presumably meaning ET time.

Details are sketchy. Categories, Trump said, will include "Dishonest" and "Bad Reporting" in "various categories" in "Fake Media."

Trump did not say how winners would be chosen but, given his authoritarian tendencies on full display in his Tuesday morning tweets, it's probably safe to put your money on Trump picking the winners himself.

If so, this will, tragically, mark another trophy competition from which Fox News will be shut out, however deserving, Trump declining to include Fox News in any of his "Fake News" screeds.

At last year's Golden Globe Awards, held 12 days before Trump was sworn in as the 45th President of the United States, Meryl Streep gave what would have been the best political speech of the White House race cycle. Except, of course, it was delivered exactly two months after Trump had been elected, as she accepted the Cecil B. DeMille Award.

Never mentioning the president-elect by name, Streep told attendees and viewers at home: "There was one performance this year that stunned me — it sank its hooks in my heart. Not because it was good; there was nothing good about it. But it was effective, and it did its job. It made its intended audience laugh, and show their teeth.

"It was that moment when the person asking to sit in the most respected seat in our country imitated a disabled reporter," she continued, referencing the November 2015 speech in which Trump twisted and flailed his arms in imitation of a *New York Times* reporter who had written an article in 2001 when working for the *Washington Post,* of which Trump did not approve.

Streep's full-throated political speech was the talker of the night. In his response, via a late-night interview with *New York Times* and on Twitter, Trump called her "one of the most over-rated actresses in Hollywood," a "Hillary flunky" and "one of the liberal movie people," among other remarks.

Adopted from an article by Lisa de Moraes *for the Associated Press*

a) Use illustrations to explain the normative role the media is playing by publishing this article? (6 marks)
b) Discuss the extent to which you agree with Trump's view that media is dishonest and corrupt. (6 marks)
c) Highlight **three** interventions that may be put in place by the media industry to address the concerns raised by Donald Trump. (6 marks)
d) i) What is the relationship between the media and the state as shown in this article? (4 marks)
   ii) How would you describe the relationship between the media and the state in Kenya? (4 marks)
e) Briefly explain the following terms: (6 marks)
i)   Penny press
ii)   Yellow Journalism

QUESTION TWO
a) Discuss how the concept of citizen journalism is disrupting the mainstream media industry (10 marks).
b) Explain two ways how media may help mitigate against "fake news" (5 marks)

QUESTION THREE
a) Explain the various forms of media ownership that could exist in a market (9 marks)
b) Describe three key stakeholders in the media industry a (6 marks)

QUESTION FOUR
a) Define a state broadcaster and discuss the challenges that confront it. (10 marks)
b) Describe one way in which the media industry use the power of the internet to improve its effectiveness in provision of news? (5 marks)

QUESTION FIVE
a) Discuss the concept of Press Freedom (9 marks)
b) Describe **two** global media systems that explain how the media operates in different environments (6 marks).

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MARKING SCHEME

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tweeted Tuesday evening that, the day after the awards ceremony, he will announce winners of his new "MOST DISHONEST & CORRUPT MEDIA AWARDS OF THE YEAR." All-caps are his.

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 Adopted from an article by [Lisa de Moraes](#) for the Associated Press

a) Use illustrations to explain the normative role the media is playing by publishing this article? (**6 marks)**

   Expect:
   - Radical role (**1 mark identification, 1 mark explanation)**
   - Expect two illustrations from the text **(each illustration well explained 2 marks x 2)**

b) Discuss the extent to which you agree with Trump's view that media is dishonest and corrupt. (**6 marks)**

   Expect:
   - Agree or disagree **(1 mark dishonest, 1 mark corrupt)**
   - Expect two arguments to support or oppose **(Mark 2 points x 2 marks)**

c) Highlight **three** interventions that may be put in place by the media industry to address the concerns raised by Donald Trump. (**6 marks)**

   Expect the following:
   - Internal disciplinary mechanisms
   - Code of ethics by professional body of journalists
   - Reporting and feedback on hotline
   - Public editor
   - Any other

   (Any 3 points x 2marks)

d) i) What is the relationship between the media and the state as shown in this article? (**4 marks)**

   Expect
   - Mistrust
   - Media critical of state
   - State with low opinion of media
   - Any other

   (Any 2 points x 2marks)

iii) How would you describe the relationship between the media and the state in Kenya? **(4 marks)**

Expect
- Collaboration
- State control
- Critical media
- Any other

(Any two points x 2 marks)

e) Briefly explain the following terms: (**6 marks)**

iv) Penny press
   - Mass circulation and production of newspapers

- Newspapers made affordable to the common person
- Many newspapers and other publications emerged
- Any other

v) Yellow Journalism
  - Competition among publication
  - Unethical reporting standards
  - Sensationalism of news
  - Focus on profit and circulation numbers at the expense of news
  - Any other

  (Mark any 3 points for each x 2 x 1 mark)

QUESTION TWO

c) Discuss how the concept of citizen journalism is disrupting the mainstream media industry (10 marks).

Consider
- News cycle has been shortened
- People consuming news from their palms (handsets)
- Citizens ability to fact check stories and share online
- Futile to set the agenda and frame news coverage
- Feedback to stories and reconstruction of facts
- Fake news
- Led to convergence of news dissemination
- Collaborative news making
- Any other

(Any 5 points x 2 marks)

d) Explain two ways how media may help mitigate against "fake news" (5 marks)

Consider
- Fact check and call out on fake news
- Educate public on identifying fake news
- Any other

(2 points x 2.5 marks)

QUESTION THREE

c) Explain the various forms of media ownership that could exist in a market (9 marks)
- High versus low concentration
- Monopoly, oligopoly and limited competition
- Limited competition
- Any other

(Mark any three areas x 3 marks)

d) Identify three key stakeholders in the media industry (**6 marks)**
- Advertisers
- Audiences
- State
- Journalists
- Investors
- Any other

  (3 points x 2 marks)

QUESTION FOUR

c) Define a state broadcaster and discuss the challenges that confront it. **(10 marks)**
- State broadcaster owned by the State and serves public interest, not driven by commercial interests **(2 marks for definition)**

  Challenges
  - Funding
  - Interference by government
  - Perception as not creditworthy
  - Difficult to attract advertisers
  - Any other

  (4 points x 2 marks)

d) Describe one way in which the media industry use the power of the internet to improve its effectiveness in provision of news? (**5 marks)**
- Convergence of the media
- Collection of news from sources
- Breaking news in channels close to audiences
- 24/7 news cycle
- Any other

  (1 point: 1 mk identification, 2 mks explanation, 2 mks illustration)

QUESTION FIVE

f) Discuss the concept of Press Freedom **(9 marks)**

  Expect
  - Normative role
  - Aspects of freedom
  - Censorship
  - State control
  - Responsibility
  - Any other

(Any 3 points x 3 marks)

g) Describe **two** global media systems that explain how the media operates in different environments (**6 marks).**

  Expect:

- Authoritarian
- Libertarian
- Soviet communist
- Social responsibility
- Chomsky propaganda
- Polarised pluralist
- Democratic corporatist
- Liberal
- Any other

(2 systems x 3 marks)