



**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**  
**BACHELOR OF ARTS IN COMMUNICATION**  
**SPECIAL EXAM**

**BIS 4115: MEDIA AND INTERNATIONAL STUDIES**

**DATE: 10<sup>th</sup> May 2024**

**Time: 9:15-11:15**

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Instructions

Answer ALL questions in Section A and any TWO questions in Section B.

**SECTION A (30 MARKS)**

This section is compulsory. Answer ALL questions.

QUESTION ONE

- (a) What is the role of theory in the study of media and international relations?  
(12marks)
- (b) Define the following terms:
- (i) Public diplomacy (4 marks)
  - (ii) Embedded journalism (4 marks)
- (c) The Russian military has just bombed a hospital in the Ukrainian capital, Kiev, and want to maximise of the psychological effect of this strike. Provide FIVE explanations why Moscow may employ propaganda to score psychological points.  
(10 marks)

**SECTION B**

QUESTION TWO

- (a) In reference to the Hypodermic Needle theory, explain why its application may be difficult in a conflict resolution process. (9 marks)
- (b) Explain how “digital diplomacy” could heighten tensions in a conflict situation.  
(6 marks)

### QUESTION THREE

The Boko Haram terror group has abducted four women and taken refuge at a school compound in Nigeria. Explain FIVE concerns journalists must grapple with to avoid being taken advantage of by the terrorists. (15 marks)

### QUESTION FOUR

Imagine that two countries that have been at war for close to a decade have been trying to reconcile without success. Describe FIVE ways in which the media can be deployed to contribute to peace-building and reconciliation. (15 marks)

SEP