



Strathmore
UNIVERSITY

STRATHMORE INSTITUTE

DIPLOMA IN JOURNALISM AND NEW MEDIA

DJNM 1206: STEREOTYPES IN MEDIA AND MEDIA DIVERSITY

END OF SEMESTER EXAMINATION

DATE: 10TH AUGUST 2023

TIME: 2 HOURS

INSTRUCTIONS

1. This examination consists of **FIVE** questions.
2. Answer **QUESTION ONE (COMPULSORY)** and any other **TWO** questions.

QUESTION ONE – COMPULSORY – 30 MARKS

- a) Describe the terms below and use practical examples to demonstrate how they are applied and the consequence/impact they bring on both the users and the victims.
 - i. Stereotype **(5 marks)**
 - ii. Discrimination **(5 marks)**

- b) Media market concentration and media diversity and pluralism are considered complex topics due to their impact on shaping and influencing society's views and perceptions about people and response to issues. In this regard, discuss the terms below and explain their role in either promoting or curbing stereotypes, using modern-day cases to support your response.
 - i. Media Monopoly. **(5 marks)**
 - ii. Media Oligopoly. **(5 marks)**
 - iii. Media Pluralism **(5 marks)**
 - iv. Media Diversity. **(5 marks)**

QUESTION TWO – 15 MARKS:

The formation of stereotypes, prejudices and discriminative actions are influenced by several factors. Explain five (5) of these factors and use present-day examples to prove how they predispose the attitudes and actions of individuals and communities against others. **(15 marks)**

QUESTION THREE – 15 MARKS:

Groups are often stereotyped on the basis of, among others, gender identity, sex and sexual orientation, ethnicity and nationality, race and colourism, socio-economic status, political orientation, religion, age, and disability. Explain any three (3) of the above mentioned stereotypes and illustrate their impact on society and the wave globalization. **(15 marks)**

QUESTION FOUR – 15 MARKS:

- a) Explain the merits and advantages, if any, of stereotyping. **(5 marks)**
- b) Discuss five (5) consequences and lost opportunities that stem from stereotyping by the media. **(10 marks)**

QUESTION FIVE – 15 MARKS:

Media owners, stakeholders and players, who include journalists, editors, filmmakers, historians, teachers, publishers, authors, advertisers, marketers, public relations officers, communication specialists, government leaders and opinion shapers among many others have been blamed for promoting and enforcing stereotypes through the use of various media platforms which, ultimately, influences and shapes society to act in prejudicial and discriminative ways towards others. Do you agree with this argument? Write a two-page essay to present your viewpoint, supporting your discussion with vivid cases drawn from both the past and modern times. **(15 marks)**