



**Strathmore**  
UNIVERSITY

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: 27<sup>th</sup> February 2017

Time: 08:45 – 10:45

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**Instructions**

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

**Question one (30 marks)**

- a) Describe what you consider to be the most important normative role of the media (**6 marks**).
- b) Make short notes on the following: (**12 marks**).
  - i) Media convergence
  - ii) Globalization of media
  - iii) libertarian media system
  - iv) Elements of news
- c) Describe highlights of one relevant Kenyan Law affecting the media industry (**6 marks**)
- d) Describe how a media house may be structured and organized? (**6 marks**)

**Question two (15 marks)**

“The media industry has gone through much transformation from the era of print newspapers to the internet age.” Give highlights on the historical development of two common media types.

**Question three (15 marks)**

With illustrations from the media industry, highlight **three** principles of the agenda setting theory and describe its influence in the media industry.

**Question four (15 marks)**

“The State should not have a role in running the media industry, and should leave it in the hands of private citizens with commercial interests.” Discuss this position under the following three themes:

- i) Press Freedom
- ii) State Broadcaster
- iii) Media ownership

**Question five (15 marks)**

“The Media industry practices should be looked at from ethical lenses.” What is your understanding of ethics in the media industry and how can they be enforced within the Kenyan media industry?