



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

COURSE/PROGRAMME TITLE: Bachelor of Arts, Communication Studies
END OF SEMESTER EXAMINATION
UNIT CODE & TITLE: BAC 1202-Media Industries, Audiences and Societies

DATE: 28th February 2017

Time: 11:30 – 13:30

Instructions

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

QUESTION ONE- COMPULSORY (30MARKS)

- a) i) Define the concept of media audiences (**3 marks**).
ii) Describe the relationship between media producers, media texts and audiences (**9 marks**).
- b) Explain two methods that could be used to research on media audiences (**6 marks**)
- c) Discuss how people interact with and consume the following media texts: Written texts, audio texts and visual texts (**6 marks**)
- d) Make short notes on the following: (**6 marks**)
 - i) Ideology
 - ii) Semiotics
 - iii) Propaganda

QUESTION TWO (15 MARKS)

Use the following two theories to demonstrate how people interact with media texts:

- a) Uses and gratification (**9marks**)
- b) Diffusion of innovations (**6 marks**)

QUESTION THREE (15 MARKS)

- a) Discuss the concept of active and passive media audiences. (**6 marks**)
- b) What are your views towards controlling of the content of media texts that the youth in Kenya consume? (**9 marks**)

QUESTION FOUR (15 MARKS)

“Kenya will have its elections in August 2017 and various social institutions have a role to play.” Describe how the media may contribute towards a credible and peaceful election.

QUESTION FIVE (15 MARKS)

“It is a recognized fact that the media plays a huge role towards shaping public opinion.” Describe how the media does that.