

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF JOURNALISM
AND COMMUNICATION**

MJAC 803: EXPLORING MASS MEDIA

STREAMS:

TIME: 3 HOURS

DAY/DATE: TUESDAY 5/10/2021

2.30 P.M – 5.30 P.M

INSTRUCTIONS

Answer any three questions

QUESTION ONE

Communication history is not just a question of new technologies, rather it involves questions of how those technologies arise from complex social conditions and in turn transform human interactions. What is your understanding of this statement in light of knowledge you have concerning the historical developments of communication and societal culture. [20 marks]

QUESTION TWO

Media has served the society the best way it could. Discuss the social effects of mass communication in the period of dynamic change. [20 marks]

QUESTION THREE

With the aid of examples. Outline the interactions between mass media and popular culture in the African context. [20 marks]

QUESTION FOUR

How have media roles and routines in media organizational evolved in the 21st century. [20 marks]

QUESTION FIVE

Analyze five ways in which media audiences have evolved in the networked age. [20 marks]

