

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

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

**MJAC 823: POLITICAL COMMUNICATION**

**STREAMS: MJAC SB/PT**

**TIME: 3 HOURS**

**DAY/DATE: WEDNESDAY 14/07/2021**

**08.30 A.M. – 11.30 A.M.**

**INSTRUCTIONS:**

**Attempt any three questions**

**QUESTION ONE (20 MARKS) (COMPULSORY)**

Analyze the elements of political communication in the Kenya political marketplace (20 marks)

**QUESTION TWO (20 MARKS)**

Evaluate the role of the media in facilitating a modern democracy. Use a theory in your response. (20 marks)

**QUESTION THREE (20 MARKS)**

Distinguish advertising and marketing techniques used in political communication. Use real life examples and case studies from an African country of your choice. (20 marks)

**QUESTION FOUR (20 MARKS)**

Analyze the different forms of political journalism in Kenya and their effect to the body politic. (20 marks)

marks)

**QUESTION FIVE (20 MARKS)**

Evaluate the use of political communication in a global conflict situation. (20 marks)

**QUESTION SIX (20 MARKS)**

Assume you are a strategist of one of the political coalitions in Kenya. Design a political communication strategic plan to be used in campaigns for 2022 general elections. (20 marks)

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