

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN
INFORMATION SCIENCE**

BSIS 262: INTRODUCTION TO MEDIA STUDIES

STREAMS: BSC (IS)

TIME: 2 HOURS

DAY/DATE: MONDAY 12/07/2021

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **Do not write anything on this question paper.**
- **Attempt question ONE and any other TWO questions.**

QUESTION ONE (30 MARKS)

- Citing suitable examples, discuss why ethics is an important concept in media fraternity. (10 marks)
- Using suitable illustrations, discuss how different technological transition has shaped media industries. (10 marks)
- Media theorist Henry Jenkins identifies the five kinds of convergence in the media industries. Explain. (10 marks)

QUESTION TWO (20 MARKS)

“Johannes Gutenberg’s intervention of the printing press enabled the mass production of media.” Justify this statement with appropriate illustration where applicable. (20 marks)

QUESTION THREE (20 MARKS)

- Propaganda is a type of communication that attempts to persuade the audience for ideological, political or social purposes. Justify this statement with suitable illustrations. (10 marks)
- “The digital age has lessened the power of gatekeepers.” Discuss this statement. (10 marks)

QUESTION FOUR (20 MARKS)

Citing relevant illustrations where applicable, examine the differences between the traditional media and the new media's approach to popular culture. (20 marks)

QUESTION FIVE (20 MARKS)

- (i) Explain FIVE elements to be considered when evaluating media messages. (10 marks)
 - (ii) Discuss how gatekeepers influence the media landscape. (10 marks)
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