

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATION**

**RESIT /SPECIAL EXAMINATION**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF**

**COMM 362: MEDIA AND SOCIETY**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 04/11/2021**

**8.30 A.M – 10.30 A.M**

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**INSTRUCTIONS:**

**Answer three questions. Question one is compulsory.**

**SECTION A : 30 marks**

1. a) Explain briefly why media is seen as an important socializing agent. [10 Marks]
- b) Audience analysis is key to effective media communication in society. Explain why this is so. (20 Marks)

**SECTION B (40 marks)**

2. Discuss how media for profit influences the social construction of meanings. Use local examples to illustrate your answers. [10 Marks]
3. Explain the consequences of the concentration of media institution's ownership in relation to:
  - (i) Diversity of media content in general. [10 Marks]
  - (ii) Public service quality of news content. [10 Marks]
4. On February 11<sup>th</sup> 2013, major media houses combined forces to organize and broadcast the first presidential debate in Kenya. During the few hours the debate was live

at the Brookhouse School, no other programmes aired on major television and radio stations in Kenya. In their estimation, media owners predicted that close to 40 million Kenyans would tune in to this debate at the same time. Analyse the possible impact of this media event on Kenyans in relation to how mainstream media shapes society's political opinion.

[20 Marks]

5. Discuss in length how global media products reshape the cultural realities of local societies, if at all. Use your own experiences with global media products to illustrate your answer.

[20 Marks]

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