

CHUKA



UNIVERSITY

SUPPLEMENTARY / SPECIAL EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF BACHELOR DEGREE

COMM 474: CURRENT TOPICS IN COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 17/11/2020

5.00 P.M - 7.00 P.M.

INSTRUCTIONS:

- a) Do not write on the question paper.
- b) Answer question ONE and any other TWO questions

- 1. a) Outline any three affordances of online media. [15 Marks]
 - b) Explain the impact of digital media on Kenya's media landscape. [15 Marks]
 - 2. Analyse the interplay between national security and the media in Kenya. [20 Marks]
 - 3. Evaluate gender imaging in Kenyan media and make recommendations on how to resolve any issues that you raise. [20 Marks]
 - 4. Discuss the impact of advertisers and advertising on the Kenyan media industry. [20 Marks]
 - 5. Explain media ownership patterns in Kenya and how they impact the media landscape. [20 Marks]
-