

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

COMM 474: CURRENT TOPICS IN COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 22 /09/ 2021

8.30 AM – 10.30 AM

INSTRUCTIONS TO CANDIDATES:

- Answer Three Questions.
- Question One is compulsory and has 30 marks
- All other questions are 20 marks each

QUESTION ONE

- a) Make a five-point brief discussion of the contribution of media in shaping society. [15 Marks]
- b) Discuss in five points how media regulation may hamper or enhance media activity in pursuit of its mandate. [15 Marks]

QUESTION TWO

Media acts as an active catalyst for globalization. To what extent does globalization aid media growth and development? [20 Marks]

QUESTION THREE

To what extent do you agree or disagree with the notion of there being media without government or government without media. [20 Marks]

QUESTION FOUR

Convenience, speed and efficiency are strongly associated with online media yet conventional media seems to be here to stay. Discuss why this may be so. [20 Marks]

QUESTION FIVE

Discuss media portrayed with regard to gender, culture and health living while demonstrating the extent to which you think media has achieved or under achieved in this respect. [20 Marks]

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