

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS
COMMUNICATION**

DJMC 0114: INTRODUCTION TO ELECTRONIC MEDIA

STREAMS: Y1S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 08/07/2021

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

Answer three questions

Question one is compulsory

Write legibly

Exam cheating is a serious offense

SECTION A (30 MARKS)

1. (a) Radio is a blind, sightless or a viewless medium, the sight and sound of radio are created within us. Explain. [12 marks]
- (b) Basically, broadcasting serves three broad purposes to inform, educate and entertain the audience. However, broadcast stations such as radio and television perform other functions. List and analyze six (6) of them. [18 marks]

SECTION B (40 MARKS)

2. The Web as a social technology gives listeners for the first time the chance to get involved in production and handling of content. Discuss. [20 marks]
3. One of the most important elements determining acceptability of broadcast services is the extent of the audience's privilege of discrimination between programmes. Interrogate this claim. [20 marks]

4. The current use of vernacular languages in broadcasting creativity has hit the ceiling because the use of foreign languages always has limit. Broadcasters are able to reach to the common man whose limitation in terms of education had confined him to exclusion. He now has a platform to be heard and appreciated. Argue for or against this statement.

[20

marks]

5. One of the lowest points in the history of the Kenyan media sector was the 2007 general election. A number of commentators cited the media as having a role in what became a national crisis – a role that was described as both positive and negative. Discuss.

[20

marks]
