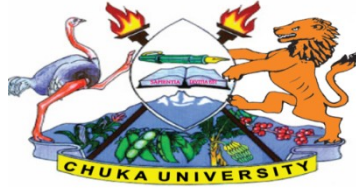


CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF DOCTOR OF PHILOSOPHY IN
COMMUNICATION AND MEDIA**

JAMC 903: REVIEW SEMINARS AND PROPOSAL WRITING

STREAMS: SB/PT

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 6/10/2021

2.30 P.M – 5.30 P.M

INSTRUCTIONS

Answer three questions

Write legibly

Exam cheating is a serious offense

1. We need to see global journalism as part of a needed paradigmatic change in the history of news; that news media will have to become much more globally oriented in their everyday reporting than is the case today in order to survive as the institution we have known for the last 200 years. Examine the idea above. [20 marks]
2. Writers understand the importance of choosing a topic that not only fulfills the assignment requirements but also fits their own interest and priorities. Choosing a topic that interests you is crucial. Discuss why personal concerns and interests that drive a researcher to investigate a specific topic are critical. [20 marks]
3. Studies which involve observing people can be divided into main categories, namely participant observation and non participant observation. Giving relevant examples, analyze merits and demerits of the two research methods. [20 marks]

4. In academic research, writing a problem statement can help you contextualize and understand the significance of your research problems. Evaluate four (4) steps in writing an effective and workable problem statement. [20 marks]

5. An early visit to your journal's website is a must. Don't wait until you are nearing submission to make your first review of its contents. Examine this statement. [20 marks]
