

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

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

**JAMC 902: CONTEMPORARY ISSUES AND TRENDS IN COMMUNICATION AND  
MEDIA**

**STREAMS: PHD  
HOURS**

**TIME: 3**

**DAY/DATE: WEDNESDAY 06/10/2021**

**8.30 A.M – 11.30 A.M.**

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**INSTRUCTIONS:**

- **Answer three questions.**
- **Write legibly.**
- **Exam cheating is a serious offense.**

1. If you're lucky, the reporter you worked with on a story may be willing to make changes after the fact to an online piece, but if your story hit newsstands or went live on television or radio, chances are it's too late. Analyze. (20 marks)
2. Familiarity's depends on the diffusion process (Livingstone and Gaskell, 1995): in many developing countries, television is still 'new' and even within Europe there are inconsistencies of definition such that, for example, cable in Germany is relatively old compared with satellite, while in Britain, the opposite is the case. Discuss. (20 marks)
3. Factually True, Legally Untrue: Majority of the mainstream media you consume in Kenya is either owned by or has owners closely affiliated to politicians. Examine the declaration above. (20 marks)
4. The perceived climate of distrust dogging the mainstream media in Kenya and the resultant viewpoint constriction explain why more Kenyans are turning to citizen journalism as an alternative source of information. Evaluate five (5) pitfalls associated with this new shift. (20 marks)
5. The future of mass communication is dependent greatly on its practitioners. No one cannot predict its success if the practitioners are not willing to prove and uphold its relevance. Laser focus is what the discipline needs. Justify. (20 marks)

