

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
CRIMINOLOGY AND SECURITY STUDIES**

CRSS 204: CRIME, MEDIA AND PUBLIC RELATIONS

STREAMS:

TIME:2 HOURS

DAY/DATE: THURSDAY 13/04/2023

2.30 P.M. –4.30 P.M.

INSTRUCTIONS

- i. Answer Question One (30 marks) and any other two questions (20 marks each)**
- ii. Do not write on this paper.**

QUESTION ONE

- a) At the heart of postmodern analyses lies the thorny question of why crime is threatening and frightening yet at the same time popular and “entertaining.” How would you explain this question? (10 marks)
- b) “Media reporting of crime and victimization, in both print and broadcast formats, has far-reaching effects on a number of populations and special interests.” Discuss (10 marks)
- c) As a public relations professional in the Kenya Police Service, explain how you would use the public relations process to clarify any specific issue that has been spreading on Facebook page and which has a potential to damage the image of the National Police Service. (10 marks)

QUESTION TWO

- a) Using relevant examples, discuss some of the contemporary issues that affect modern practice of public relations (10 marks)
- b) Using relevant examples justify the statement: “News is ideology and the mass media are effectively assimilated into the goals of government policy on crime, law, and order.

(10 marks)

QUESTION THREE

- a) Elaborate the FOUR effects of news media on public perception of crime (8 marks)
- b) Makau has been appointed as the director of corporate communication at the National Police Service at a time when the service is going through public relations crisis. Explain how Mr. Makau should manage the crisis. (12 marks)

QUESTION FOUR

- a) Examine the history and evolution of the field of public relations and point out notable pioneers of the field (10 marks)
- b) X Security Company staffs have been involved in serious crime that has dented its image. Discuss the elements of public relations plan that X Security Company can use to manage public perception about it. (10 marks)

QUESTION FIVE

Discuss the contributions that the following theories have made to our understanding of the relationship between media and crime.

- i. The Mass Society Theory (10 marks)
 - ii. The Hypodermic Syringe Models (10 marks)
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