

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF EDUCATION (ARTS)

PSYC 213: MEDIA AND SOCIETY

STREAMS: BA (PSYCHOLOGY) Y2S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 5/12/2018

8.30 A.M - 10.30 A.M.

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INSTRUCTIONS:

- Answer **THREE** Questions
- Question **ONE** is **COMPULSORY**
- Write legibly
- Exam cheating is a serious offense

**SECTION A: [30 MARKS]**

1. (a) Distinguish journalism from other forms of communications. [10 Marks]  
(b) Demonstrate how best media bears witness to the truth, gives voice to the voiceless and presents heroes and villains. [20 Marks]

**SECTION B: [40 MARKS]**

2. Discuss any two responsibilities and three roles of journalists. [20 Marks]
  3. Media critics in Africa argue that foreign media is a propaganda tool. Argue for or against this statement. [20 Marks]
  4. Discuss how media in developing countries can be used as an anchor towards development. [20 Marks]
  5. Demonstrate how understanding of human rights and democracy in Africa depends on the interpretation of the same by the local media. [20 Marks]
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