

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF**

**BSIS 262: INTRODUCTION TO MEDIA STUDIES**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 12/04/2018**

**11.30 A.M. – 1.30 P.M.**

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**INSTRUCTIONS:**

- **Answer three questions**
- **Question one is compulsory**
- **Write legibly**
- **Exam cheating is a serious offence**

**SECTION A: 30 MARKS**

1. (a) Most social scientists define our current society as a mass society believe it was formed at the end of the 19<sup>th</sup> century. Explain. (10 marks)
- (b) Media coverage shapes how people perceive the world and what they consider to be important. Voters and politicians alike must pay attention to the media. Discuss. (20 marks)

**SECTION B: 40 MARKS**

2. Demonstrate how the media's role in this society is fundamentally a function of how the society chooses to use media. (20 marks)
  3. Nardi and Whittaker (2002) note, "Many theorists imply that face-to-face communication is the gold standard of communication." Discuss the meaning of this statement. (20 marks)
  4. Identify and analyze four ethical considerations by professional journalists. (20 marks)
  5. For many young readers, newspapers are big, clumsy and slow to read. Although they have endured for ages it's possible that newspapers will either become extinct or evolve into a new species. Establish the accuracy of this statement. (20 marks)
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