

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

COMM 474: CURRENT TOPICS IN COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 26/07/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **Answer three questions.**
- **Question one is compulsory and carries 30 marks**
- **All other questions carry 20 marks each.**

QUESTION ONE

- (a) Discuss why media is considered a catalyst for development. (20 marks)
- (b) Explain the relationship between media and technology. (10 marks)

QUESTION TWO

The world today faces a myriad of challenges, chief among them, global warming and climate change. How can media be used to avert these threats? (20 marks)

QUESTION THREE

The 2007 post-election violence in Kenya was partly blamed on media. Why would you think so? What in your view would media have done differently? (20 marks)

QUESTION FOUR

Among major challenges facing Kenya today, corruption is being cited as one. As the chief media adviser to the government, discuss your approach in utilizing media to curb corruption.

(20

marks)

QUESTION FIVE

Discuss the role of communication in globalisation.

(20 marks)
