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**CHUKA**



**UNIVERSITY**

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**UNIVERSITY EXAMINATIONS  
RESIT/SPECIAL EXAMINATIONS**

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

**COMM 362: MEDIA AND SOCIETY**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 26/07/2018**

**8.30 A.M - 10.30 A.M**

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**INSTRUCTION:**

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

**SECTION A (30marks)**

1. (a) Society is the term to describe human beings together. It does not refer to everything everybody thinks or does, but only to those things that everybody acts upon or refuses to do quite reliably. Explain . [10marks]  
(b) Discuss four characteristics of a society. [20marks]

**SECTION B (40MARKS)**

2. Discuss the effects of advertising on youth in Kenya. [20marks]
  3. Discuss four challenges facing Kenyan media. [20marks]
  4. Discuss the role played by media in a free media democracy. [20marks]
  5. Media plays a critical role in propaganda. Discuss. [20marks]
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