

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF ARTS IN COMMUNICATION AND MEDIA

COMM 474: CURRENT TOPICS IN COMMUNICATION

STREAMS: BA (COMM)

TIME: 2 HOURS

DAY/DATE: THURSDAY 06/04/2020

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS: Answer question ONE and any other TWO questions

1. (a) Explain how media economics works in the Kenyan context. [15 marks]
(b) What impact does the political landscape have on the media industry in Kenya?
Use examples to substantiate your points [15 marks]
 2. Discuss the issues arising from EITHER the local content debate or the cultural values debate. [20 marks]
 3. Discuss the impact of contemporary communication strategies in corporations the media landscape. [20 marks]
 4. Discuss the challenges facing health and environmental communication and propose how they could be overcome. [20 marks]
 5. What are any five issues arising from globalization as far as media communication are concerned. [20 marks]
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