

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR SCIENCE IN INFORMATION SCIENCE

BSIS 262: INTRODUCTION TO MEDIA STUDIES

STREAMS: BSC (IS)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 15/04/2020

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- Attempt question ONE and any other TWO questions
- Do not write anything on the question paper
- Start every question on a fresh page

QUESTION ONE (30 MARKS)

- (i) Discuss FIVE characteristics associated with mass media [10 marks]
- (ii) Critically examine how mass culture affects our society [10 marks]
- (iii) State and explain five distribution channels of mass media information [10 marks]

QUESTION TWO (20 MARKS)

- (i) Discuss how mass media acts as a watchdog of the environment [10 marks]
- (ii) Discuss five common uses of internet in mass media [10 marks]

QUESTION THREE (20 MARKS)

- (a) Critically analyze the relevance of the four theories of press given by Siebert [10 marks]
- (b) Discuss the scope and use of advertising in modern society [10 marks]

QUESTION FOUR (20 MARKS)

- (i) Critically analyze the importance of public relation in business organizations [12 marks]
- (ii) Discuss the emerging trends in mass media. [8 marks]

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QUESTION FIVE (20 MARKS)

- (i) Explain in detail the basic structure of print media reports. [10 marks]
- (ii) Write short notes explaining how Folk media and Traditional media works [10 marks]
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