

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

DJMC 0114: INTRODUCTION TO ELECTRONIC MEDIA

STREAMS: DJMC

TIME: 2 HOURS

DAY/DATE: TUESDAY 09/04/2024

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS

- Answer three questions
- Exam cheating is a serious offence

QUESTION ONE IS COMPULSORY

SECTION A 30 MARKS

1. a) In the 1950s, people used to watch Television collectively as a group in the living room, with this becoming a communal activity and a vital chance for bonding and socialization. However, television viewing today is more about a personal escape rather than an activity done together. Analyze this statement. (20 marks)
- b) Compare and contrast the packaging of hard news stories and feature stories. (10 marks)

SECTION B 40 MARKS

2. Discuss how the internet and social media platforms play a role in setting the agenda for our social life. (20 marks)
3. Radio is a blind medium. Analyze the validity of this statement. (20 marks)
4. Examine the need for non-verbal communication in the presentation of television news. (20 marks)
5. Analyze the role of social media platforms in radio broadcast today. (20 marks)

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