

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DOCTOR OF PHILOSOPHY IN COMMUNICATION
AND MEDIA**

JAMC 903: REVIEW SEMINARS AND PROPOSAL WRITING

STREAMS:

TIME: 3 HOURS

DAY/DATE: THURSDAY 20/04/2023

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS

1. Answer three questions
 2. Write legibly
 3. Exam cheating is a serious offence
-
1. We need to see global journalism as part of a needed paradigmatic change in the history of news; that news media will have to become much more globally oriented in their everyday reporting than is the case today in order to survive as the institution we have known for the last 200 years. Examine the idea above. (20 marks)
 2. Writers understand the importance of choosing a topic that not only fulfils the assignment requirements but also fits their own interests and proprieties. Choosing a topic that interests you is crucial. Discuss why personal concerns and interests that drive a researcher to investigate a specific topic is critical. (20 marks)
 3. The research proposal guide aims to help you develop a sound proposal, one that will help you to write your thesis in a focused and disciplined way. Research proposals, however, differ from subject area to subject area. There is no single format. Each research project is different, but there are some central features that all proposal share. Identify and discuss four common features. (20 marks)

4. In academic research, writing a problem statement can help you contextualize and understand the significance of your research problem. Evaluate four (4) steps in writing an effective and workable problem statement. (20 marks)
 5. While academics have a number of important theories and findings, it is often difficult to know, a priori, how to best apply a theory. In a similar vein, it can be a challenge to discern which finding is most applicable to a given brand or how to apply a finding in a given situation. Analyze this statement. (20 marks)
-