



**DEPARTMENT OF COMMUNICATION AND MULTIMEDIA JOURNALISM
SEPTEMBER- DECEMBER 2019 TRIMESTER
EXAMINATION FOR DIPLOMA IN COMMUNICATION AND MULTIMEDIA
JOURNALISM
RJN 016: MEDIA AND SOCIETY**

DATE: MONDAY, 9TH DECEMBER 2019.

TIME: 2.00-4.00 PM (2 HOURS)

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

1 Write your REGISTRATION NO. Clearly on the answer booklet(s).

2 Answer Question One and ANY other TWO questions.

3 Questions in all sections should be answered in answer booklet(s).

4 Marks allocated to each question are shown at the end of the question.

5 PLEASE start the answer to EACH question on a NEW PAGE.

6 For the questions, write the number of the question on the answer booklet(s) in the order you answered them.

7 Write your answers in paragraph form unless stated otherwise.

8 Keep your phone(s) SWITCHED OFF at the front of the examination room.

9 Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.

10 You are only allowed to leave the examination room 30minutes to the end of the Examination.

QUESTION ONE (COMPULSORY)

- a. Define the following terms as used in media:
- i. The Fourth Estate **(2 marks)**
 - ii. Democracy **(2 marks)**
 - iii. Public Sphere **(2 marks)**
 - iv. Freedom of speech **(2 marks)**
- b. The media can in some cases become an instrument for the dissemination of false and inflammatory messages and values that do not promote respect or well-tempered dialogue and discussion.
- i. In reference to the above statement, explain **THREE** ways in which false and inflammatory media messages can impact society **(6 marks)**.
 - ii. In **THREE** points, differentiate between yellow journalism of the 1890s and fake news in the 21st century **(6 marks)**
 - iii. In what ways can the media overcome the dissemination of false and inflammatory messages especially through social media **(4 marks)**.
- c. Using **THREE** examples, outline the importance of a free press in a democratic society **(6 marks)**

ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO

- i.** What is globalization in relation to the media? **(1 marks)**
- ii.** List any TWO principle drivers of globalization **(2 marks)**
- iii.** Discuss any THREE advantages and THREE disadvantages of globalization in the media industry **(12 marks)**

QUESTION THREE

- a. As discussed in class, there was a court injunction against airing of the investigative story ‘sins of saviours’ on NTV. NTV won the legal battle and aired the documentary on 1st of October 2019.
 - i. Give a brief summary of the story **(3 marks)**
 - ii. In FOUR ways, illustrate how the media played its role as the fourth estate in this scenario. **(8 marks)**
 - iii. In TWO points and with relevant examples, give your views on media ownership and control in Kenya **(4 marks)**

QUESTION FOUR

- a. A number of incidents of depression and suicide among the youth have been reported by the media.
 - i. Do you think the media is contributing to these increasing incidents? Give THREE reasons for your answer **(6 marks)**
 - ii. Using THREE relevant examples illustrate how the Kenyan media plays the role of social responsibility in society? **(9 marks)**

QUESTION FIVE

- i. Discuss why culture is important in any society **(5 marks)**
- ii. Elaborate any FIVE ways in which the Kenyan media can preserve the cultural heritage from one generation to another **(10 marks)**