



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

THIRD YEAR/ SECOND SEMESTER

SCHOOL OF ARTS & SOCIAL SCIENCES

BACHELOR OF COMMUNICATION &

PUBLIC RELATIONS

COURSE CODE: CMJ 2205

COURSE TITLE: MASS MEDIA AND SOCIETY

DATE: 15TH APRIL, 2019

TIME: 2.30PM-4.30PM

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE: 30 MARKS (COMPULSORY)

- a) What is the mass media? (2 Marks)
- b) i. A newspaper in terms of format can be either a tabloid or a standard size. Draw a distinction between the two (4 Marks)
- ii. Draw parallels between print and electronic media highlighting main distinguishing features of each. (8 Marks)
- c) What are the major characteristics of the mass media? (6 Marks)
- d) Define the term globalization and establish its relationship with the mass media. (10 Marks)

QUESTION TWO

- a) i. What is a theory? (2 Marks)
- ii. Describe any four characteristics of a theory. (8 Marks)
- b) Taking the Kenyan society into consideration, discuss the structural changes in mass media since its inception here (10 Marks)

QUESTION THREE

- a) List and discuss four types of media ownership in Kenya. (8 Marks)
- b) i. What is press freedom? (2 Marks)
- ii. Highlight the Constitutional guarantee for press freedom in Kenya (10 Marks)

QUESTION FOUR

- a) i. Define the term social structure. (2 Marks)
- ii. Outline the importance of social structure in the study of Kenyan society (8 Marks)
- b) i. What do you understand by the expression cultural imperialism? (4 Marks)
- i. Explain the concept of media dependency in Kenyan context (6 Marks)

QUESTION FIVE

Discuss the relationship between mass media and other agents of socialization in Kenya. (20 Marks)

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