



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**SECOND YEAR FIRST SEMESTER**

**SCHOOL OF ARTS HUMANITIES SOCIAL  
SCIENCES & CREATIVE INDUSTRIES  
COMMON COURSE**

**COURSE CODE: CMJ 1104-1**

**COURSE TITLE: CONTEMPORARY MEDIA  
ISSUES**

**DATE: 14<sup>TH</sup> DECEMBER, 2022**

**TIME: 1100-1300**

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**INSTRUCTIONS TO CANDIDATES**

1. Answer question ONE and any other TWO questions

## Section A

i) The precise nature of change in the media environment varies from country to country. Still, some clear, high-level commonalities represent both opportunities and challenges for journalism, media organizations, and public debate. In this regard explain the three most important developments driven by technological and market forces today

**(5 marks)**

ii) Looking at the technological and market development in the media industry, explain the terms below.

- a) *A more and more digital media environment*
- b) *The move toward a mobile-centered media environment*
- c) *An increasingly social media environment*

**(5marks)**

iii) Explain the difference between linear and nonlinear editing **(5 marks)**

iv) In what ways has social media made popular TV shows interactive?

**(5 marks)**

## Section B

i) Explain the term citizen journalism and where it is being practiced.

1. How do blogs differ from newspapers in terms of partisanship and opinion?
2. How do newspapers function as gatekeepers?
3. What is podcasting, and how has it affected radio? **(15 marks)**

ii) With examples from various programs from different media houses, explain how social media has made popular TV shows interactive.

**(15 marks)**

iii) Explain how the Internet has replaced television as the prime media villain for concerned parents?

**(15 marks)**

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