



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

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

COURSE CODE: CMJ 2206-1

COURSE TITLE: MEDIA AND SOCIETY

DATE: 27/4/2023

TIME: 1430-1630

INSTRUCTIONS TO CANDIDATES

Answer question 1 and any other TWO questions.

Question One (30 Marks)

- a) Describe any 5 forms of African communication system **(5mks)**.
- b) List any 5 functions of the mass media in the society **(5mks)**.
- c) Briefly discuss cultural imperialism and media dependency in the light of Kenya's media system **(10mks)**.
- d) Discuss the relationship between globalization and the mass media **(10mks)**.

QUESTION 2 (10mks)

- a) List the four normative theories of the press **(4mks)**.
- b) Choose any one normative theory of the press and discuss how it applies to your country's media situation **(6mks)**.

QUESTION 3 (10mks)

- a) Outline 4 roles of communication in the development enterprise **(4mks)**.
- b) Discuss the relationship between media and economy in the context of the Kenyan society **(6mks)**.

QUESTION 4

(10mks)

Choose one of the patterns of media ownership and discuss it in the context of Kenya **(10 mks)**

QUESTION 5 (10mks)

- a) Define culture **(2 mks)**
- b) Discuss the relationship between culture and the mass media **(8mks)**.

//END//