



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

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

**BACHELOR OF SCIENCE IN
COMMUNICATION & PUBLIC
RELATIONS/JOURNALISM**

COURSE CODE: CMJ 3207-1

**COURSE TITLE: COMMUNITY MEDIA AND
CITIZEN JOURNALISM**

DATE: 19/4/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

(i) Answer question ONE (Compulsory) and any other TWO questions.

(ii) Total Marks – 50 Marks

Question One

(i) Define Public Sphere. **(2 Marks)**

(iii) Throughout the 1660s and 1970s, two distinct groups offered incisive critiques of development communication. Describe the two critiques as offered by the groups.

(8 Marks)

(iv) “A cunning programme manager serves to facilitate a participatory deliberation – rather than dictate ideas - to determine the thrust, format, content, and philosophies”, *UNESCO*. Discuss FOUR levels of participation during community radio programming.

(20 Marks)

Question TWO

Discuss the importance of studying community media in relation to the following.

(i) Political economy and cultural studies. **(5 Marks)**

(ii) Media power. **(5 Marks)**

Question Three

Explain the importance of audience surveys to a community radio.

(10 Marks)

Question Four

(i) Define citizen journalism. **(2 Marks)**

(ii) Describe the history and development of citizen journalism. **(8 Marks)**

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