



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR SECOND YEAR SECOND SEMESTER SCHOOL OF ARTS & SOCIAL SCIENCES BACHELOR OF COMMUNICATION & JOURNALISM

COURSE CODE: CMJ 2202

COURSE TITLE: MEDIA AND POLITICS

**DATE: 24TH APRIL, 2019
4.30PM**

TIME: 2.30PM-

INSTRUCTIONS TO CANDIDATES

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

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

1. "Control the story, and win the war" critically evaluate this statement with reference to the relationship between government, journalists and the military in the war against the Al Shabaab. (30 mks)

2. 'The West Gate attack was like a movie'. Discuss this statement with respect to media's role in pushing the government to better national security. (20 mks)

3. The role of social media in driving social change is important, but it can never replace traditional news practices. Critically asses this statement with reference to the current fight against corruption. (20 mks)

4. Explore the nature and influence of political public relations in party politics. (20 mks)

5. During campaigns, research companies like InfoTrack and Ipsos Synovate have often been accused by politicians for taking bribes to alter the opinion polls. Explain why you think these politicians are keen with opinion polls. (20 mks)

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