



# **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**

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**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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