



# MAASAI MARA UNIVERSITY

## REGULAR UNIVERSITY EXAMINATIONS

**2018/2019 ACADEMIC YEAR  
THIRD YEAR/ SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL  
SCIENCES  
BACHELOR OF COMMUNICATION &  
PUBLIC RELATIONS**

**COURSE CODE: CMJ 2205  
COURSE TITLE: MASS MEDIA AND  
SOCIETY**

**DATE: 15<sup>TH</sup> APRIL, 2019  
4.30PM**

**TIME: 2.30PM-**

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**INSTRUCTIONS TO CANDIDATES**

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

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

**QUESTION ONE: 30 MARKS (COMPULSORY)**

a) What is the mass media?  
(2 Marks)

b) i. A newspaper in terms of format can be either a tabloid or a standard size. Draw a distinction between the two  
(4 Marks)

ii. Draw parallels between print and electronic media highlighting main distinguishing features of each.  
(8 Marks)

c) What are the major characteristics of the mass media?  
(6 Marks)

d) Define the term globalization and establish its relationship with the mass media.  
(10 Marks)

**QUESTION TWO**

a) i. What is a theory? (2 Marks)

ii. Describe any four characteristics of a theory.  
(8 Marks)

b) Taking the Kenyan society into consideration, discuss the structural changes in mass media since its inception here

(10  
Marks)

**QUESTION THREE**

a) List and discuss four types of media ownership in Kenya.  
(8 Marks)

- b) i. What is press freedom? (2 Marks)  
ii. Highlight the Constitutional guarantee for press freedom in Kenya (10 Marks)

#### **QUESTION FOUR**

- a) i. Define the term social structure. (2 Marks)  
ii. Outline the importance of social structure in the study of Kenyan society (8 Marks)
- b) i. What do you understand by the expression cultural imperialism? (4 Marks)
- i. Explain the concept of media dependency in Kenyan context (6 Marks)

#### **QUESTION FIVE**

Discuss the relationship between mass media and other agents of socialization in Kenya.  
(20 Marks)

**//ENDS//**