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University Examinations 2023/2024

FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF JOURNALISM AND MASS COMMUNICATION

BCJ 3155: INTRODUCTION TO MEDIA AND SOCIETY

DATE: APRIL 2024

TIME: 2 HOURS

1. INSTRUCTIONS: Answer Questions ONE and any other TWO Questions

QUESTION ONE (30 MARKS)

(a) Define the following terms:

- i. Media (2 Marks)
- ii. Mass media (2 Marks)
- iii. Censorship (2 Marks)
- iv. New media (2 Marks)
- v. society (2 Marks)

b) Explain **FOUR** ways in which media disseminates information to the society. (4 Marks)

(c) Define the term “digital divide”. (2 Marks)

(d) Differentiate between media influence and media effects. (4 Marks)

(c) Explain **THREE** factors that prove mass media is profit driven. (3 Marks)

(d) Explain **FIVE** characteristics of media. (5 Marks)

(e) Explicate any **TWO** groups that are considered vulnerable according to the media. (2 Marks)

QUESTION TWO (20 MARKS)

(a) With relevant examples, examine the key characteristics of new media in our society. (10 Marks)

- (b) Discuss the use of acronym SEARCH in analyzing media text and the society. (6 Marks)
- (C) Using an appropriate example, explain the term “global village”. (4 Marks)

QUESTION THREE (20 MARKS)

- (a) Define the term Objectivity. (2 Marks)
- (b) Examine how availability of social media has interfered with privacy or personal information in Kenya. (10 Marks)
- (c) Examine how sensationalized news stories damages the society. (8 Marks)

QUESTION FOUR (20 MARKS)

- (a) Define the following:
- i Agenda setting (2 Marks)
 - ii Framing (2 Marks)
- (b) Media serves the interest of some social groups in favour of others. Justify this statement using relevant examples. (10 Marks)
- c) Explain the THREE processes which media shows the society how the world is like. (6 Marks)

QUESTION FIVE (20 MARKS)

- (a) Discuss the FIVE media determiners in relation to any media products in Kenya. (10 Marks)
- (a) Mass media is a very powerful tool that shapes our society. Using relevant examples, justify this statement. (10 Marks)