KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF
BACHELOR OF JOURNALISM & MASS COMMUNICATION

COURSE CODE: JMC 417
COURSE TITLE: OPINION WRITING
DATE: 4TH OCTOBER, 2018       TIME: 3.00 - 5.00PM

INSTRUCTION TO CANDIDATES

Answer Question ONE and any other TWO Questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes ZERO tolerance to examination cheating
QUESTION ONE - COMPULSORY (30 MARKS)

a) Discuss the spiral of silence theory as described by Noelle-Neumann. (15 marks)
b) State and explain the strengths and weaknesses of the Spiral of Silence Theory. (15 marks)

QUESTION TWO (20 MARKS)

a) Define the term mass society. (2 marks)
b) Describe four changes that led to the emergence of mass society. (8 marks)
c) Explain the factors affecting the chances of media effects on public opinion. (10 marks)

QUESTION THREE (20 MARKS)

a) Explain how advertising uses five propaganda techniques. (10 marks)
b) Discuss how effective propaganda is in the society. (10 marks)

QUESTION FOUR (20 MARKS)

Briefly explain the types of propaganda used in the Kenyan political forums

QUESTION FIVE (20 MARKS)

a) What is an editorial? (2 marks)
b) Discuss four types’ editorials. (8 marks)
c) Explain five qualities of an editorial. (10 marks)

QUESTION SIX (20 MARKS)

Using examples describe how the media sets public Agenda.