



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS
COMMUNICATION**

COURSE CODE: JMC 222

COURSE TITLE: THEORIES OF MASS COMMUNICATION

DATE: 10TH FEBRUARY, 2021

TIME: 8.00 - 10.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Marks will only be awarded to detailed and well supported answers.

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)

Examine the relevance of the following theories to the current media landscape in Kenya

- i) Libertarian Theory
- ii) Social Responsibility Theory
- iii) Uses and Gratifications Theory

QUESTION TWO (20 MARKS)

Making reference to a media conglomerate in Kenya, explain the different ways in which the Systems Theory has been used by a media house for its own benefits.

QUESTION THREE (20 MARKS)

Examine the different ways in which the Totalitarian theory applies to the media in Kenya during President Moi's rule.

QUESTION FOUR (20 MARKS)

Explore five ways in which the media in Kenya may set the agenda on daily basis.

QUESTION FIVE (20 MARKS)

Making relevance to specific media segments (Print/Online/Broadcast), discuss various ways on how the Magic Bullet/ Hypodermic Needle theory is relevant to media in Kenya.