



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

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

MAIN EXAMINATION

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

COURSE CODE: JMC 221

COURSE TITLE: MEDIA THEORY AND INFLUENCE

DATE: 8TH FEBRUARY, 2021

TIME: 8.00 - 10.00AM

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) Kenya's politics in the 21st Century is becoming "increasingly replete with men and women who say on the platform what is usually said in the bar or the bedroom" John Githongo (2020). In reference to 2013 and 2017 General Elections in Kenya discuss the validity of this statement. (20 marks).
- b) Jurgen Habermas coined the term **Public Sphere**, explain how you understand this term. (5 marks)

QUESTION TWO (20 MARKS)

Discuss how the media influences food consumption and preferences in Kenya.

QUESTION THREE (20 MARKS)

With Illustrations, discuss how political parties in Kenya have employed perception, persuasion and manipulation in their political campaigns.

QUESTION FOUR (20 MARKS)

According to Dennis McQuail (2005) "Mass Media are very commonly regarded as effective instruments of power, with potential to exert influence in various ways." Discuss the validity of this statement.

QUESTION FIVE (20 MARKS)

Discuss how Mass Media are critical about construction of and communication about health risks such SARS, Ebola and Corona virus.

QUESTION SIX (20 MARKS)

Describe how the rise of Social Media has reshaped political and social behaviour.