



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2021/2022 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: 9/5/2022

TIME: 2:00 - 4:00PM

INSTRUCTION TO CANDIDATES

Answer Question ONE and any other TWO questions

TIME: 2 Hours

This Paper Consists of 3 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE (COMPULSORY-30 MARKS)

- a) With illustrations, and close reference to Dina Ligaga's *Women, visibility and morality in Kenyan popular media (2020)* discuss how media are influencing and reshaping ideas about women in society. (20 marks).
- b) Social media are causing more harm than good. Discuss this statement with reference to **Facebook, Twitter, TikTok and Instagram**. (10 marks)

QUESTION TWO

Media influences are undermining democracy in Kenya. Discuss the validity of this statement. (20 marks)

QUESTION THREE

"It is the latest fad in town. Young people on social media have taken to baking for fun and business, triggering an explosion of bakers online." in "Pandemic baking craze catches on." Discuss how Instagram and Facebook are influencing the food industry in Kenya. (20 marks)

QUESTION FOUR

With illustrations, discuss how media are influencing children in Kenya. (20 marks)

QUESTION FIVE

With illustrations and examples, discuss how media theories can be applied in understanding media influence. (20 marks)