



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER

SECOND YEAR - SPECIAL/SUPPLEMENTARY EXAMINATION

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 125

COURSE TITLE: MEDIA HISTORY AND ISSUES IN KENYA

DATE: 27/7/2022

TIME:

INSTRUCTION TO CANDIDATES

Instructions: 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

Answer Question ONE and any other TWO Questions.

QUESTION ONE (30 MARKS)

- a) Explain the challenges faced by Media practitioners and Journalists in Kenya from 2007-2022. (20 marks)
- b) Outline major regulatory issues during the colonial period in Kenya. (10 marks)

QUESTION TWO (20 MARKS)

Discuss media ownership patterns in Kenya. (20 marks)

QUESTION THREE (20 MARKS)

Explain how the current Government Advertising Agency (GAA-publishes *MyGov* in all major print editions in Kenya) has affected media performance.

QUESTION FOUR (20 MARKS)

- a) Trace the historical development of television in Kenya. (10 marks)
- b) Identify and discuss forms of early communications in Kenya. (10 marks)

QUESTION FIVE (20 MARKS)

Describe the impact of social media on Journalism in Kenya.

QUESTION SIX (20 MARKS)

Discuss the impact of Kibaki regime (2002-2013) on the growth of media in Kenya.