



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2024/2025 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER

MAIN EXAMINATION

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

COURSE CODE: JMC 2130

COURSE TITLE: POLITICAL COMMUNICATION

DATE: 10TH JANUARY, 2025

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) Define what political communication is. (5 marks)
- (b) Discuss key characteristics of political communication. (10 marks)
- (c) How does political communication and democratic space affect each other? Lessons from relevant contexts critical. (15 marks)

QUESTION TWO (20 MARKS)

Discuss how media has remained a key political actor in the contemporary world.

QUESTION THREE - 20 MARKS

After all as it is known today world over and Kenya in particular, media inherently suffers from self censorship, ever engaged in filtering every news segment before releasing it to the public (Viewers, listeners and readers) To what extend is this a reflection of Kenya's media landscape?

QUESTION FOUR (20 MARKS)

- (a) Define the meaning of political party relations. (10 marks)
- (b) How have political parties in Kenya conducted their public relations activities? (10 marks)

QUESTION FIVE (20 MARKS)

What has been the role of pressure groups in defining democratic space in Kenya?