



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

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

COURSE CODE: JMC 223

COURSE TITLE: MEDIA THEORY AND INFLUENCE

DATE: 15TH AUGUST, 2023

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

Answer Question ONE and any other TWO Questions. Marks will only be awarded to well-articulated and example-based 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)

- a) Explain the meaning of the politics as used in this course. (6 marks)
- b) Explain the concept of mediation in politics. (12 marks)
- c) Describe the role of media in politics as concerns the following: (8 marks)
- i. Conveyance of up-to-date political information
 - ii. Commercial advertising
 - iii. Public opinion
 - iv. Democratization
- d) Explain the **FOUR** types of media. (4 marks)

QUESTION TWO (20 MARKS)

With examples, explain the concept of political communication strategy.

QUESTION THREE (20 MARKS)

Discuss any **FIVE** domains of political public relations.

QUESTION FOUR (20 MARKS)

Evaluate the growing role of bloggers and social media in politics. .

QUESTION FIVE (20 MARKS)

Discuss any **FIVE** contemporary political issues in Kenya.