



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES AND CREATIVE INDUSTRIES**

**BACHELOR OF COMMUNICATION &
PUBLIC RELATIONS/BACHELOR OF
COMMUNICATION & JOURNALISM**

COURSE CODE: CMJ 1104-1

**COURSE TITLE: CONTEMPORARY ISSUES IN
MEDIA**

DATE: 8TH APRIL 2022

TIME: 1100-1300

*This paper consists of **TWO** printed pages. Please turn over.*

Answer Question One And Any **Other** Two Questions Of Your Choice

Question 1

(a) Using examples, discuss the indispensability of media in society.

(5 mks)

(b) Explain the key factors that determine Media Information and Literacy.

(5 mks)

(c) "Media houses are active players in the globalization arena." Elaborate this statement using examples.

(10 mks)

Question 2

(a) Define the term *Media regulation*.

(5 mks)

(b) Explain the key justifications for media to be regulated.

(10 mks)

Question 3

(a) Explain the concept of *Citizen Journalism*.

(5 mks)

(b) Discuss the pitfalls of Citizen journalism practice.

(10 mks)

Question 4

(a) Using examples in the Kenyan context, explain the concept of *Cross media ownership*.

(5 mks)

(b) Discuss the significance of *Cross media ownership*.

(10 mks)

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