



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES**

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

**COURSE CODE: CMJ 1104-1**

**COURSE TITLE: CONTEMPORARY ISSUES IN  
MEDIA**

**DATE: 30/1/ 2024**

**TIME: 0830-1030 HRS**

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

### Question 1

- (a) Explain any FIVE roles of media in society **(5 mks)**
- (b) Using examples, elaborate any FIVE challenges facing the media in Kenya. **(5 mks)**
- (c) "Media gatekeepers determine the content of coverage." Discuss this statement using examples. **(10 mks)**

### Question 2

- (a) Define the term *Media regulation*. **(3 mks)**
- (b) Discuss the SIX different aspects of media for regulation **(12 mks)**

### Question 3

- (a) Explain the concept of *Peace Journalism*. **(3 mks)**
- (b) Discuss the FOUR key functions of peace journalism in conflict situations. **(12 mks)**

### Question 4

- (a) Explain the meaning of the following terms as used in Media Information and Literacy (MIL) **( 4 mks)**
  - (i) Convergence
  - (ii) Fragmentation
  - (iii) Diversification
  - (iv) Individualization
- (b) Briefly discuss the significance of media information and literacy (MIL) in the media industry. **(11 mks)**

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