



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

3RD YEAR/ *SECOND* SEMESTER

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

**BACHELOR OF COMMUNICATION &
JOURNALISM**

COURSE CODE: CMJ 3208-1

**COURSE TITLE: COMMUNICATION CONTENT &
MEDIA ANALYSIS**

DATE: 30/5/24

TIME: 0830-1030HRS

*Answer question **ONE** and any other **TWO** questions.*

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

QUESTION ONE

a) Explain the meaning of communication content analysis from two scholarly perspectives. **(4mks)**

b) Laswell, Learner & Pool (1952) say, “generally, what is said on a given subject in a given place at a given time is the basis of analysing communication content”. In relation to Laswell, Learner and Pool, how can you apply the 5Ws News formula in analysing communication content on a given Media? **(10mks)**

c) Mass Media are believed to cause violence, sexual promiscuity, and discrimination against women. As a mass media analyst, how would you suggest that television and newspaper formats negatively impact the Kenyan viewers and readers? **(6mks)**

QUESTION TWO

Various groups of people and institutions require detailed information about audience size and structure. As a media analyst, describe the stakeholders that would require information on audience. **(15mks)**

QUESTION THREE

a) Neundorf (2002) argues that media content analysis is quantitative only, while Newsbold (2002) say that quantitative content analysis has not been able to capture the context within which a media text becomes meaningful. In view of the above proponents, which approach would you assume effective and why? **(10mks)**

b) Sociologists like Max Weber contend that media content promotes society culture. Justify. **(5mks)**

QUESTION FOUR

As a media content developer and analyst, explain the factors you would consider in selecting media type for your audience? **(15mks)**

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