



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

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

**BACHELOR OF COMMUNICATION &
JOURNALISM**

COURSE CODE: CMJ 4204-1

**COURSE TITLE: HEALTH & SCIENCE
REPORTING**

DATE: 15/4/2024

TIME: 0830-1030HRS

INSTRUCTION

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

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

QUESTION ONE

- a) Outline 5 steps of developing health communication messages **(10mks)**
- b) Describe any 3 models of science communication. **(10mks)**

QUESTION TWO

- a) Using illustrations, describe the interplay between the nature of science and science journalism **(8mks)**
- b) List any 7 issues and controversies relating to health and science journalism **(7mks)**

QUESTION THREE

- a) Discuss how health and science journalism can promote social and behaviour change relating to drugs and substance abuse **(15mks)**

QUESTION FOUR

- a) Using the case of the recent Covid-19 pandemic, explain the qualities of effective science journalism **(15mks)**

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