

MOI UNIVERSITY
UNIVERSITY EXAMINATIONS

2015/2016 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

DEGREE BEING EXAMINED: BACHELOR OF ARTS

COURSE CODE: FMS 121

COURSE TITLE: Television Agency and Audience

DATE:

TIME: 3 HRS

VENUE: Main Campus.

INVIGILATORS:

NUMBER OF CANDIDATES: 60

NUMBER OF PAGES: One

INSTRUCTION TO CANDIDATES:

Answer THREE questions in all. Question ONE is COMPULSORY.

1. With appropriate examples, explain why television agency is not free to broadcast whatever it wishes despite owning the media houses.
2. What challenges and advantages are there in setting up a vernacular TV stations in Kenya? *Kenyan*
3. With reference to specific Kenyan stand-up comedians, discuss why Kenyan TV comedy still has a long way to go before it gains global appeal.
4. "Women in television are portrayed as objects of desire for men; while men are the target of women's desire." Using concrete examples, demonstrate your understanding of this statement with regard to presentation and representation of women in TV programmes.
5. "There is no media house that is not motivated by profit." Do you agree? Give reasons to support your argument.