



MASEÑO UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR
THE DEGREE OF MASTER OF ARTS IN
COMMUNICATION STUDIES
(MAIN, CITY & HOMABAY CAMPUSES)

ACM 808: MEDIA AND DEMOCRACY

Date: 7th May, 2012

Time: 2.00 – 5.00 p.m.

MASTERS

Department of communication and Media Technology

ACM 808: Media and Democracy

Answer QUESTIONS ONE and any other TWO questions. 3 hours

- How has the media worked to enhance or mitigate democracy in Africa? (30 marks) *Media & Conflict, Media & Elections, Media & advocacy, Media & human rights*
- According to Ogenga (2007) the Kenyan media played a central role in the 2007 post-election violence. Discuss [15 marks]
 - Media fueled violence through partisan reporting
 - Media later worked to mitigate conflict
- In what ways was the media instrumental in manufacturing consensus about operation Linda Nchi? Discuss. (15 marks)
 - Media exercised war journalism "celebrated war"
 - Reported one side
 - Propaganda & lies
 - Alshababaa as losing side
 - Construction of a common enemy
- Discuss the structures influencing media operation and its role in democratization in Kenya. (15 marks)
 - Political
 - Cultural
 - Economic
 - Macro & micro factors
 - Institutional mechanisms
 - Ideologies of journalism
 - Individual psychological traits
- Situate the Kenyan media in the context of the four theories of the press by Hallin and Mancini (2004). (15 marks)
 - Libertarian
 - Authoritarian
 - Social responsibility
 - Soviet Communist

where is the Kenyan Media? It exhibits characteristics of all with some more salient than others.

→ instilling fear and blaming the situation on the proportion i.e. sensationalization