



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. 3hours

1. How has the media worked to enhance or mitigate democracy in Africa?
(30 marks)
2. According to Ogenga (2007) the Kenyan media played a central role in the 2007 post-election violence. Discuss [15 marks]
3. In what ways was the media instrumental in manufacturing consensus about operation Linda Nchi? Discuss. (15 marks)
4. Discuss the structures influencing media operation and its role in democratization in Kenya. (15 marks)
5. Situate the Kenyan media in the context of the four theories of the press by Hallin and Mancini (2004). (15 marks)