



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR
THE DEGREE OF MASTER OF ARTS IN
COMMUNICATION AND MEDIA
(CITY CAMPUS)

ACM 803: PEACE JOURNALISM

Date: 31st July, 2013

Time: 2.00 – 5.00 p.m.

INSTRUCTIONS:

- ◆ Answer Question ONE and any other TWO questions.

INSTRUCTIONS :

Answer Question ONE (1) and any other TWO (2) questions

DURATION: THREE (3) HOURS

1. Assume that you are the Public Relations Officer at the Kenya Airways. A plane has just crash landed at the Bole International Airport, Addis Ababa, Ethiopia and as per practice you are supposed to relay this message to the relatives of those on board through the press. Explain how you would prepare to inform them (30 Marks)
2. CRISIS, DESASTER and EMERGENCY are common terms in the intervention process. Discuss. (20 Marks)
3. A friend has come to you and explained that he intends to commit suicide because his girlfriend of four years has left him and he is evidently extremely traumatised. Describe the steps you would follow in intervening to save his life (20mks)
4. It has rained Cats and Dogs in Cherangani Hills. In the next four hours there will be flooding in Budalangi. As a journalist, explain the techniques you would use to report this before the flooding of Budalangi. (20mks)
5. Journalists usually undergo stress in the process of their work especially in war-tone zones/ front-line or in bad accident scenes. Explain how they should manage their stress to enable them continue with their noble job of informing the public. (20mks)
6. Define crisis mapping and explain any three (3) issues you would consider while mapping a crisis (20mks)