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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 805: SOCIOLOGY OF NEWS

Date: 2nd August, 2013

Time: 2.00 – 5.00 p.m.

INSTRUCTIONS:

- ◆ Answer Question ONE and any other TWO questions.

DEPARTMENT OF COMMUNICATION AND MEDIA TECHNOLOGY

MA FIRST YEAR FIRST SEMESTER MAY – AUGUST 2013

ACM 805: SOCIOLOGY OF NEWS

INSTRUCTIONS: ANSWER THREE QUESTIONS IN TOTAL INCLUDING QUESTION NO. 1

1. List and explain social effects of the mass media with particular emphasis on the Kenyan environment. (30 marks)
2. Explain how to build and maintain your news sources for effective and quality news production for an international media. (15 marks)
3. Describe how technological changes have influenced journalism practices the world over. (15 marks)
4. The sociology of news production seems to favor the dominant groups in society. Discuss. (15 marks)
5. Examine the concept of social institutions and their relationship with the mass media. (15 marks)