

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2018/2019**

**EXAMINATIONS**

**HSJ 2305/HSC 2304: AUDIENCE ANALYSIS**

**DATE: AUGUST 2019 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO**

**QUESTION ONE**

a) Nightngale (2003) offers definitions of an audience based on four types of an audience. Describe them and cite relevant examples (8 marks)

b) What is taste culture? (2 marks)

c) Researchers have argued that the mass audience is on the decline giving rise to highly fragmented and specialized audiences. Discuss this statement using McQuail’s model of audience segmentation. (10 marks)

d) Distinguish between ‘ritualized’ and ‘instrumental’ patterns of use. (4 marks)

e) What is audience research? (2 marks)

f) Why is it necessary to conduct audience research? (4 marks)

QUESTION TWO

a) Describe the process of conducting an audience analysis survey. (14 marks)

b) Discuss the uses and gratifications approach in explaining audience behaviour (6 marks)

QUESTION THREE

a) Explain the different meanings and concepts of audience activity as proposed by Biocca (1988) (10 marks)

b) Explain the structural approach to audience formation (10 marks)

QUESTION FOUR

a) Audience research helps us to identify the main issues and problems that have shaped thinking and research about mass media audiences. Describe the audience issues of public concern.

(10 marks)

b) Mass communication specialists argue that an audience can be defined in different and overlapping ways. Discuss the meaning of the audience as a group or public; a gratification set; the medium audience; and an audience as defined by channel or content (10 marks)

QUESTION FIVE

a) Using relevant examples, discuss the six relevant concepts of audience reach. (6 marks

b) What features did the original audience have that are familiar in today’s audience? (4 marks)

c) List and explain the three main traditions of research (10 marks)