

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

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2018/2019**

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF MASS COMMUNICATION

**HSC 2203: MEDIA AND SOCIAL CONTEXT**

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

INSTRUCTIONS: ANSWER ALL QUESTION IN **SECTION A** (COMPULSORY) AND ANY OTHER TWO QUESTIONS IN **SECTION B**

SECTION A

**Question One: 30 marks**

a. In every given society, there are many types of audiences, With clear

examples, state and explain any three types of audiences. (10 marks)

b. Cultures have different stereotypes that affect them. Discuss the various stereotypes found in African cultures. (10 marks)

c. “In the Kenyan context, our media plays many roles”, discuss. (10 marks)

SECTION B

**Question two: 20 marks**

a. Materiality and Range are key concepts in the Media Texts. With clear examples, discuss these two concepts. (10 marks)

b. In the 21st century, there has been a lot of development in communication media that has transformed the society. Explain.

(10 marks)

**Question three: 20 marks**

a. As a BMC student, you shall work in the media industry. Explain the role of orientalism in the media. (10 marks)

b. Using any Media representation theory, elaborate its contribution in the media industry. (10 marks)

**Question four: 20 marks**

a. State and discuss the objectives of Discourse Analysis in understanding media in the social context. (10 marks)

b. Language is key in any given society, as a journalist discuss the use of paralanguage in your line of duty. (10 marks)

**Question five: 20 marks**

a. Kenyan media in the recent past has been used to spread various ideologies to its publics, state and explain any five such ideologies. (10 marks)

b. With examples, elaborate the role media has played in the Kenyan social context. (10 marks)