

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

THIRD YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES

COMM 328/326: MEDIA AND SOCIETY

STREAM: R

TIME: 2 HRS

DAY: THURSDAY (8.30-10.30AM)

DATE: 18/4/24

THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



INSTRUCTIONS: Answer question **ONE** and any other **TWO** questions

QUESTION ONE (30 MARKS)

- a) explain the following terms
- i) media (3marks)
 - ii) society (3 marks)
 - iii) culture (4 marks)
- b) Identify and explain FIVE ways in which media can affect an individual (10 marks)
- c) Explain FIVE ways in which parents can control the negative effects of media on children (10 marks)

QUESTION TWO (20 MARKS)

- a) Describe the following theories of media effects
- Magic Bullet Theory (7 marks)
 - Two step flow theory (7 marks)
- b) Discuss your views on the validity of the theories above (6 marks)

QUESTION THREE (20 MARKS)

- a) Identify the effects of television on youth (14 marks)
- b) Explain how you would intervene to mitigate the effects in 3a above on youth (6 marks)

QUESTION FOUR (20 MARKS)

- a) Describe any five gender issues on Kenyan television (15 marks)
- b) Suggest solutions to the issues in 4a above (5 marks)

QUESTION FIVE (20 MARKS)

- a) Describe any 4 effects of nude shows on society (12 marks)
- b) Explain how as a psychologist one can help the society overcome the effects (8 marks)

