

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

FOURTH YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES

CELS 425: GLOBAL COMMUNICATIONS AND INTERNATIONAL
AFFAIRS AND DIPLOMACY

STREAM: R

TIME: 2 HRS

DAY: THURSDAY (11.30-1.30PM) DATE: 18/4/24

THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



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

QUESTION ONE (30MARKS)

- a) Explain the following concepts using your own words (10marks)
 - i. International affairs.
 - ii. Diplomacy.
 - iii. Domestic media environment.
 - iv. Post-9/11 global media scene.
 - v. Global communications.
- b) State and demonstrate your understanding of FOUR global issues in international relations (8marks)
- c) Professional Principles and Constraints in Global Communication are essential for maintaining ethical standards and ensuring effective and responsible communication across international borders. Justify this statement (6marks)
- d) Explain how *Information Warfare* and *Transparency and Accountability* influence Global Media on Diplomatic Strategies (6marks)

QUESTION TWO (20 MARKS)

With concrete examples, show your understanding of FIVE roles of Media in Shaping Modern Diplomacy (20marks)

QUESTION THREE (20 MARKS)

The post-9/11 global media landscape is characterized by several significant features that have shaped the way information is disseminated, narratives are constructed, and the public engages with news. Explain FOUR of these characteristics (20marks)



QUESTION FOUR (20 MARKS)

Discuss FIVE aspects that define the relationship between regional and global issues thereby shaping the dynamics of international relations, politics, economics, and societal developments.

(20 marks)

QUESTION FIVE (20 MARKS)

Summarize in not more than a page, the relevance of this course to you as a prospective

Journalist

(20marks)

