

LAIKIPIA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

**2<sup>ND</sup> SEMESTER 2023/2024 ACADEMIC YEAR**

### **FOURTH YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES**

**COMM 423: CONTEMPORARY ISSUES IN COMMUNICATION**

***STREAM: R***

***TIME: 2 HRS***

***DAY: TUESDAY (8.30-10.30AM)***

***DATE: 9/4/24***

**THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)**

**PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.**

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

**QUESTION ONE (30 MARKS)**

(a) Discuss five contemporary issues in communication and media within the context of ‘Media Globalization’. 15mks

(b) With adequate examples, explain the following five concepts in view of the current Kenya media landscape. 15mks

- i) Concentration
- ii) Conglomeration
- iii) Consolidation
- iv) Diversity
- v) Audience fragmentation

**QUESTION TWO (20 MARKS)**

(a) In your opinion, has the diminishing role of public broadcasting in Kenya led to national disintegration and erosion of culture? 10mks

(b) Suggest ways in which the role of public broadcasting in Kenya could be reclaimed. 10mks

**QUESTION THREE (20 MARKS)**

(a) Analyze the impact of new communication technologies on traditional media. 10mks

(b) Using the example of Kenya, discuss the challenges faced by state content regulatory agencies in regulating the distribution of audio-visual content in the digital era. 10mks

**QUESTION FOUR (20 MARKS)**

(a) Explain how digitization has transformed the current Kenya media environment? 10mks

(b) “The emergence of AI is likely to impact on communication and media practice in Kenya today.” Discuss this statement. 10mks

**QUESTION FIVE (20 MARKS)**

(a) Critically assess the role of the media in perpetuating or averting the social violence being witnessed in the modern society. 10mks

(b) Describe five challenges and five opportunities presented by the digital technology to Corporate Communication Practitioners. 20mks

