

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

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2018/2019**

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

**HCS 2106 : MEDIA AND SOCIETY /**

**HSC 2203: MEDIA AND SOCIAL CONTEXT**

DATE: APRIL 2019 TIME: 2 HOURS

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**INSTRUCTIONS:**

**ANSWER QUESTION ONE COMPULSORY AND ANY OTHER TWO**

**QUESTIONS**

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**QUESTION ONE [COMPULSORY] [30 MARKS]**

1. Describe four ways in which representations work in the Kenyan Media. [8 marks]
2. Evaluate any five elements of media in Kenya [10 marks]
3. Demonstrate any six ways in which media and society lessons are relevant to you as a learner. [12 marks]

**QUESTION TWO [20 MARKS]**

1. Demonstrate any four importance of understanding media texts. [8 marks]
2. Discuss any six types of audience in the media and society contexts. [12 marks]

**QUESTION THREE [20 MARKS]**

1. Describe five ways in which new technologies positively influence the relationship between media and society. [10 marks]
2. Assess any five ways in which Kenyan media represents audience’s gender negatively. [10 marks]

**QUESTION FOUR [20 MARKS]**

1. Analyze any five positive uses of stereotypes in the media and society representation in Kenya. [10 marks]
2. Describe any five ways in which representations of the Kenyan society in the media has failed over the years. [10 marks]