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UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

COURSE CODE: JMC 125

COURSE TITLE: MEDIA HISTORY IN KENYA

DATE: 2023

TIME: 9.00 - 11.00AM

INSTRUCTION TO CANDIDATES

Answer Question ONE and any other TWO Questions.

TIME: 2 Hours

QUESTION ONE - COMPULSORY (30 MARKS)

Explain the history of Kenyan media under the following sub-headings:

- a) Colonia Kenya (15 marks)
- b) Post-independence (15 marks)

QUESTION TWO (20 MARKS)

Radio is the most preferred media in rural Kenya. Explain any five challenges facing the radio industry in Kenya.

QUESTIONS THREE (20 MARKS)

Magazine industry has remained unexploited in the Kenyan media, discuss the contribution of magazines to the growth of the advertising and marketing industry.

QUESTION FOUR (20 MARKS)

Briefly discuss the history of television broadcasting in Kenya.

QUESTION FIVE (20 MARKS)

Explain how the Kenya film and classification Board contributed to the developments in the film industry.