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UNIVERSITY EXAMINATIONS

**2023/2024 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

MAIN EXAMINATION

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

COURSE CODE: JMC 214

COURSE TITLE: INTRODUCTION TO ELECTRONIC MEDIA

DATE: 6TH DECEMBER, 2023

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

TIME: 2 Hours

QUESTION ONE - COMPULSORY (30 MARKS)

There are several legal, social-economic, political and administrative policies that control the performance of electronic media worldwide. Pick on any two of these media regulatory regimes in Kenya and discuss how they limit freedom of the press.

QUESTION TWO (20 MARKS)

Write short notes on the following two media theories and terms applicable in radio and television production:

- a) Agenda Setting theory (5 marks)
- b) Gate keeping theory (5 marks)
- c) Human interest (5 marks)
- d) Microphone directivity (5 marks)

QUESTION THREE (20 MARKS)

Discuss the role of public service broadcasting (psb) in society.

QUESTION FOUR (20 MARKS)

- a) What do you understand by *Information Superhighway*? (10 marks)
- b) By use of examples, explain the differences between *old media* and *new media*. (10 marks)

QUESTION FIVE (20 MARKS)

- a) List *five* types of radio (5 marks)
- b) Pick on any *three* of the radios listed in **Question five (a)** above and describe their characteristics (15 marks)