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## **UNIVERSITY EXAMINATIONS**

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

### **MAIN EXAMINATION**

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

**COURSE CODE:**

**COURSE TITLE:**

**DATE: 14<sup>TH</sup> APRIL, 2023**

**TIME: 2.00 - 4.00PM**

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#### **INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions. Marks will only be awarded to well-articulated and example-based answers.

**TIME: 2 Hours**

**QUESTION ONE - COMPULSORY (30 MARKS)**

- a) Explain the meaning of the politics as used in this course. (6 marks)
- b) Explain the concept of mediation in politics. (12 marks)
- c) Describe the role of media in politics as concerns the following: (8 marks)
  - i. Conveyance of up-to-date political information
  - ii. Commercial advertising
  - iii. Public opinion
  - iv. Democratization
- d) Explain the **FOUR** types of media. (4 marks)

**QUESTION TWO (20 MARKS)**

With examples, explain the concept of political communication strategy.

**QUESTION THREE (20 MARKS)**

Discuss any **FIVE** domains of political public relations.

**QUESTION FOUR (20 MARKS)**

Evaluate the growing role of bloggers and social media in politics. .

**QUESTION FIVE (20 MARKS)**

Discuss any **FIVE** contemporary political issues in Kenya.