



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**

P.O. Box 62157

00200 Nairobi - KENYA

Telephone: 891601-6

**MAIN EXAMINATION**

**SEPTEMBER – DECEMBER 2019 TRIMESTER**

**FACULTY OF ARTS AND SOCIAL SCIENCES**

**DEPARTMENT OF SOCIAL SCIENCES**

**REGULAR PROGRAMME**

**DIR 112: MEDIA AND POLITICS**

**Date: DECEMBER 2019**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Questions ONE and any other TWO Questions**

- Q1. a) Discuss the ways in which the media has been effective in political sensitization, participation and mobilization. **(15 marks)**
- b) List and discuss various types of media **(5marks)**
- c) What are the ways in which media is regulated by government bodies? **(10 marks)**
- Q2. a) Using the 2007 Kenya general elections, discuss the role that the media played in propagating violence? **(10marks)**
- b) Analyze the different ways that politicians use the media as a tool of propaganda. **(10marks)**
- Q3. With clear examples, state the application of the public interest theory in relation to media ownership. **(10marks)**

Q4. a) List the advantages and disadvantages of both state and privately owned media.

**(12 marks)**

b) Discuss the ways in which the media can hold the government accountable?

**(8marks)**

Q5. Within the context of Africa, show how social media has brought about political change

**(20 marks)**

**\*END\***