



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2019 TRIMESTER

FACULTY OF ARTS AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

REGULAR PROGRAMME

DIR 112: MEDIA AND POLITICS

Date: APRIL 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

- Q1. a) What is Broadcast Media? Explain with examples (5 marks)
- b) "Television like any other form of media remains an important source of political information". To what extent is this statement valid? (8 marks)
- c) Discuss briefly the idea of media in **Britain** and **Japan** (6 marks)
- d) Explain what you understand by "**media saturated**" (5 marks)
- e) Differentiate between Mass media and Mass communication (6 marks)
- Q2. What is Technological and Cultural determinism? Discuss the effect of Technology on traditional culture. (20marks)
- Q3. a) Explain the role of media in the social construction of the nation (10 marks)
- b) Discuss how communication fits and is a part of cultural system (10Marks)
- Q4. Analyze the media concept in Karl Marx theory. (20marks)
- Q5. Explain the basic types of communication in the following categories: (20 marks)
- a) Interpersonal communication

- b) Organizational communication
- c) Intercultural communication
- d) Rhetorical
- e) Semiotic

END