



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**

**MASTER OF SCIENCE IN COMMUNICATION STUDIES**

**COURSE CODE: MSCOM 810**

**COURSE TITLE: ISSUES IN MEDIA DEMOCRACY AND  
FREEDOM OF THE PRESS**

**DATE:** 21/04/2022

**TIME:** 2.00 - 5.00PM

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**INSTRUCTIONS TO CANDIDATES**

Time: 2 hours. Answer ANY THREE (3) Questions

This paper consists of two (2) pages. Please turn over ►

MMUST observes ZERO tolerance to examination cheating

1. Media, freedom and democracy go hand in hand to ensure that human rights are not abused ; but freedom must come with responsibility
  - a) Discuss 4 ways in which media, freedom and democracy go hand in hand (8 marks)
  - b) Explain what you understand by human rights? (2 marks)
  - c) Basing your answer on media's role in spinning propaganda, explain three (6) reasons why the practice of propaganda is an abuse of human rights (6 marks)
  - d) Comment on the current election political style of 2 key political figures in Kenya today, explaining the effects of their recent use of hate speech. (4 marks)(20 marks)
  
2. A democracy cannot thrive without press freedom:
  - a) What is democracy? (2 marks)
  - b) Explain six (6) characteristics of a democratic country (12 marks)
  - c) Discuss three (3) reasons why press freedom is a prerequisite for democracy in Africa (6 marks)
  
3. The ability to influence the Executive, Judiciary and Legislature is a reflection of the power of the Fourth Estate.
  - a) Using illustrations, discuss your understanding of the term the 'Fourth Estate' (8 marks)
  - b) Explain role of the Fourth Estate in the maintenance and protection of just, open and accountable governance (12 marks)
  
4. Freedom of the press is never simply handed over by governments; it has to be fought for.
  - a) What is your understanding of the above statement with regard to the press in Africa? (6 marks)
  - b) Why is the freedom of the press such a political matter in Kenya? (6 marks)
  - c) Using illustrations discuss 4 challenges faced by journalists in course of doing their work. (8 marks)
  
5. The new communication technologies, especially the social networking sites provide the much needed oxygen for the democratization of societies.
  - a) Explain what you understand by new communication technologies (3 marks)
  - b) Using illustrations, discuss how communities and citizens in Africa are harnessing new technologies to achieve democracy (10 marks)
  - c) Comment on whether there is need for regulating Web content. (7 marks)