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MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMINATIONS

JOURNALISM AND MASS COMMUNICATION

FINAL EXAMINATION

COURSE CODE: JMC 107

COURSE TITLE: MEDIA HISTORY & EMERGING ISSUES IN KENYA

DATE: 20/04/2023

TIME: 8.00 am-10.00 am

INSTRUCTIONS:

Answer only Three (3) Questions.

Question 1 (One) is compulsory

Time: 2 Hours

DATE: 20/04/2023

TIME: 8.00 am-10.00 am

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

1. The colonial regime established the Department of Information, the present-day Ministry of Information and Broadcasting, with specific roles to play as regards to Africans as well as the Europeans. Discuss. (30 Marks)
2. A 1956 study by Helen Kitchen, "*The Press in Africa*", revealed that during the period there were nearly twenty-two (22) newspapers and periodicals published in Kenya. Identify three of the newspapers and two periodicals. (20 Marks)
3. The Press, as much as we know it, plays a pivotal role, particularly, in democratic countries. Explain five functions which the Press plays. (20 Marks)
4. Due to bitter suffering by Africans at the hands of colonialists, indigenous Press cropped up around 1945 edited or published by Africans themselves. List four of the news sheets as well and those who published or edited them. (20 Marks)

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