



(University of Choice)

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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR**

SECOND YEAR SECOND SEMESTER EXAMINATIONS

**FOR THE DEGREE
OF
BACHELOR OF SCIENCE IN JOURNALISM**

COURSE CODE: JMC 210

**COURSE TITLE: COMMUNICATION IN GOVERNANCE AND
PUBLIC ADMINISTRATION**

DATE: 24/04/2023

TIME: 8.00 am-10.00 am

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

TIME: 2 Hours

MMUST observes **ZERO** tolerance to examination cheating

JMC210: COMMUNICATION IN GOVERNANCE AND PUBLIC ADMINISTRATION

- 1) a) Discuss Accountability within the context of Kenya's political climate. (12 marks)
- b) Two-way communication allows citizens to monitor the State's activities, enter into dialogue with the State on issues that matter to them and to influence political outcomes. Discuss how this can be done in Kenya. (12 marks)
- c) using examples, describe the following levels of communication in governance
- I. Communication Structures. (3 marks)
 - II. Communication Processes. (3 marks)
- 2) a) Discuss how the following factors shape Public Opinion
- I) Social Class (5marks)
 - II) Education. (5marks)
 - III) Religion. (5marks)
 - IV) Age. (5 marks). (20marks)
- 3) The media is often identified as a key institution which can either enable or block reform agenda. Discuss how the media could use Agenda Setting and its Watchdog role to either enable or block reform agenda. (20marks)
- 4) Describe how the following factors may hinder effective communication in the public sector.
- I) Power and authority relations (5 marks)
 - II) Mind Frame. (5 marks)
 - III) Mutual distrust. (5 marks)
 - IV) Ideological barriers. (5 marks)
- 5) You work in the Department of Foreign affairs and Diaspora Affairs and you have been tasked with the responsibility of coming up with an effective strategy that is aimed at improving communication with key players in the ministry. Describe FIVE strategies you would consider and outline their advantages. (20 marks)