



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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

SECOND YEAR FIRST SEMESTER EXAMINATIONS

**FOR THE DEGREE
OF
BACHELOR OF JOURNALISM AND MASS
COMMUNICATION**

COURSE CODE: JMC 203

COURSE TITLE: INTRODUCTION TO RADIO BROADCAST

DATE: 14/12/2023

TIME: 8.00 am-10.00 am

INSTRUCTIONS TO CANDIDATES

Answer THREE (3) Questions. **Question 1 (One) is compulsory**

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

JMC 203: Introduction to Radio Broadcast

1. There are several legal, social-economic, political and administrative policies that control the performance of electronic media worldwide. Pick on any two of these media regulatory regimes in Kenya and discuss how they limit freedom of the press [30 Marks]

2. Write short notes on the following two media theories and terms applicable in radio information gathering and dissemination
 - a) Agenda Setting theory [5 Marks]
 - b) Gate keeping theory [5 Marks]
 - c) Human interest [5 Marks]
 - d) Microphone directivity [5 Marks]

3. Discuss the contribution of Harold Lasswell, in the field of mass communication sub-sector [20 Marks]

4. a) What do you understand by *Information Superhighway* [10 Marks]

- b) By use of examples, explain the differences between *old media* and *new media*. [10 Marks]

5. a) List *five* types of radio [5 Marks]

- b) Pick on any *three* of the radios listed in **Question five (a)** above and describe their characteristics [15 Marks]