



# **GRE TSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS JANUARY - APRIL 2021 SEMESTER**

### **BACHELOR OF EDUCATION (ARTS)**

**COURSE CODE: CJMC 003**

**COURSE TITLE: NEWS DYNAMICS AND PRODUCTION**

**DATE: 10 MAY 2021**

**TIME: 8:00 AM - 10:00 AM**

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#### **INSTRUCTIONS TO CANDIDATES**

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

**CAUTION:** All exam rooms are under CCTV surveillance during the examination period.

## SECTION A: COMPULSORY

### QUESTION ONE

- a) Extrapolate the activities and importance of journalism in Kenya [15 Marks]
- b) Evaluate mass communication term as used in media. [10 Marks]
- c) Describe shortly segmentation of audiences in media [5 Marks]
- d) Compare and contrast traditional versus new media in Africa [10 Marks]
- e) Discuss shortly dynamism in social media in the journalism context [5 Marks]

## SECTION B: ANSWER ANY THREE QUESTIONS

### QUESTION TWO

- a) Compare dynamism and globalization in media using suitable examples [5 Marks]
- b) Give out advantages of an editor in African journal context [15 Marks]

### QUESTION THREE

- a) Draw a clear labelled diagram of a media house and state its functions. [10 Marks]
- b) Differentiate **Broadcast** and **Print** media in media dynamism [10 Marks]

### QUESTION FOUR

- a) Analyse characteristics of a good journalist in any given environment [15 Marks]
- b) Explore the functions of an editor in a news room. [5 Marks]

### QUESTION FIVE

- a) Give out the importance of an editorial department in a news room. [5 Marks]
- b) State out the effects of corona pandemic on media [10 Marks]

### QUESTION SIX

- a) Give out differences between **Unicameral** and **Bicameral** parliamentary system during reporting. [15 Marks]
- b) As a journalist, what are journalistic code of conduct expected of you? [5 Marks]