



OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

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# UNIVERSITY EXAMINATIONS

## 2021 /2022 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION

**FOR THE DEGREE OF BACHELOR OF SCIENCE  
IN COMMUNICATION AND PUBLIC RELATIONS**

**COURSE CODE: CMM 109**

**COURSE TITLE: INTRODUCTION TO JOURNALISM**

**DATE: 6<sup>TH</sup> JUNE, 2022**

**TIME: 9:00AM- 12:00PM**

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### INSTRUCTION TO CANDIDATES

- SEE INSIDE

**THIS PAPER CONSISTS OF 3 PRINTED PAGES**

**PLEASE TURN OVER**

**REGULAR – MAIN EXAM**

**CMJ 121: INTRODUCTION TO JOURNALISM**

**STREAM: CPR**

**DURATION: 3 Hours**

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**INSTRUCTIONS TO CANDIDATES**

- i. Answer *Question ONE* and any other *TWO* questions.
- ii. Do not write on the question paper.

**Question One**

1a) Journalism has evolved over the last few decades. Using relevant examples discuss five categories of journalism in our society today. (15marks)

b) You have been invited to give a talk on 'Attributes of a good Journalist'. Discuss some of the points that will make part of your presentation. (15marks)

**Question Two**

a) John recently received his K.C.S.E results and wishes to pursue a degree in journalism. Advise him on why he should study journalism (10 Marks)

b) Like other disciplines of study, Journalism has some perspectives that can help students and practitioners understand it better. Using relevant examples, discuss these perspectives highlighting their relevance in the practice of journalism. (10 Marks)

**Question Three**

The internet has been regarded as the game changer in the practice of journalism. Discuss how the internet has brought about diversification in the following areas.

- a) Newspapers publishing (5 Marks)
- b) Radio broadcasting (5 Marks)
- c) Television broadcasting (5 Marks)
- d) Social media usage (5 Marks)

**Question Four**

The often cited or alleged 'power of the press' lies in the consequences sought or experienced by both 'senders' and 'receivers' of news. Discuss the main types of effects experienced due to the power of the press. (20 Marks)

**Question Five**

Briefly explain the five major turning points in the history of journalism (10 Marks)

Journalists will always be held responsible for their own actions. Using appropriate illustrations, discuss the principles of objective journalism.

(10 Marks)

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