



School of Communication

Department of Media and Film Studies (MFS)

January 2024 Trimester

COM 323 A&T - Communication Systems in Africa

Final Exam (50 marks)

Time allocated: 2 hrs

Instructions:

1. Answer all questions in **Section A** and attempt two questions in **Section B**.
2. All mobile phones must be put on silent and left in the students' bags – bags must be put away.
3. This is not an open book examination. Any form of cheating will lead to a failing grade.
4. When you finish the exam hand it over to the lecturer and sign the exam attendance form.

SECTION A - All questions in this section are compulsory.

1. a) Define media systems **(2 marks).**
b) What four factors influence the development of media systems in any country? **(8 marks).**

2. a) Write short notes on the following:
 - i. Privatization of the media industries **(2 marks)**
 - ii. Multiparty democracy **(2 marks)**
 - iii. Liberalization of media **(2 marks)**
 - iv. Authoritarian power regime **(2 marks)**
 - v. Open media systems **(2 marks).**

SECTION B (Select two Questions)

3. Journalists are the watchers of the state and they monitor the use of state power and hold those in authority accountable. The question is – who watches the watchers? Discuss at least 5 points in response to the question and give adequate examples and illustrations in your discussions. **(15 marks)**

4. Assuming that you end up being the Chief Media Manager in the campaign team of one of the leading presidential candidates in the upcoming 2027 General Elections, briefly explain how you would use Kenyan media to propel your candidate to victory. (Hint: Base your explanations on how the media determine or change the criteria that the publics use to evaluate the political class). **(15 marks)**

5. Media pluralism refers to ‘the state of having a plurality of voices, opinions and analysis on a media system’ or ‘the co-existence of different and diverse types of media and media support (external pluralism)’. Describe the state of media pluralism found in Kenya from at least 5 different perspectives - you may use the variety of media found in Kenya as examples to describe the presence or even absence of such plurality? **(15 marks)**.
6. One of the shortcomings of traditional communication systems in Africa is the subordination of women. In view of this, explain **five** ways this issue manifests in contemporary media systems in Africa (*provide a suitable example for each point*) **(15 marks)**.

-END-