



MACHAKOS UNIVERSITY
University Examinations for 2022/2023 Academic Year
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
THIRD YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF ARTS
((PUBLIC ADMINISTRATION))
ORDINARY SEMESTER EXAMS
APP 306: MEDIA & PUBLIC POLICY

Date: /-/-/2022

Time: 2 Hours

INSTRUCTIONS: Answer QUESTION ONE and any other TWO QUESTIONS.

QUESTION ONE (30 MARKS)

- a) Explain the possible solutions to the challenges of media personnel freedom according to the AU charter and recommendations. (10 Marks)
- b) Discuss how the social media habits have influenced the modern society in the political development process (10 Marks)
- c) Explain five media ethics that shapes the media industry. (10 Marks)

QUESTION TWO (20 MARKS)

Media always focuses and reports on the negative side of the story. As a public relations officer explain several ways in which you can strategize to answer the media interview questions.

QUESTION THREE (20 MARKS)

Explain how radio and television influence agenda through their coverage in political development issues.

QUESTION FOUR (20 MARKS)

Evaluate the Spiral of Silence and highlight its relevance in today's modern mass media.

QUESTION FIVE (20 MARKS)

The relationship between media outlets and other players in the political system is symbolic. Discuss.