

Date: July, 2022

Time: 3 hours

Instructions

Read the questions carefully before you attempt to answer any question.

Read through your answers to correct any possible grammatical or structural errors you may have made because these will affect your grade.

Write a new question on a fresh page.

Poor handwriting may lead to loss of marks.

Answer three questions in all: Section A is compulsory

**SECTION A: ( 40 Marks; it's compulsory)**

1(a) Define media effects and explain the characteristics of media effects (10 Marks).

(b) Explain the six types of media effects (20 Marks).

(c) With examples, discuss any four media influenced functions (10 Marks).

## SECTION B

**Answer only two questions from this section**

2(a) with examples, explain the characteristics of the first phase of media research effects theories (10 Marks)

(b) Discuss the magic bullet theory and explain the various ways how it has been used to control the rapid spreading of COVID 19 (20 marks).

3(a) Define propaganda and explain the various reasons why may governments choose to use propaganda through media (15 Marks).

(b) Discuss the impact of using media to spread propaganda (15 marks).

4 (a) Explain the various reasons why people decide to spend much time consuming media content (15 marks).

(b) Discuss the different reasons why it is important for journalism students to study media effects theories (15 Marks).

5 (a) Explain any two of the media effects theories below

(i) Cognitive Dissonance theory by Leon Festinger (15 marks)

(ii) Limited effect effects theory (15 marks)

(iii) Uses and gratification theory by Jay Blumler (15 marks)