



**KARATINA UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**  
**THIRD YEAR, SECOND SEMESTER EXAMINATION**  
**2024/2025 ACADEMIC YEAR**

**FOR THE DEGREE:**  
**BACHELOR OF SCIENCE IN COMMUNICATION AND**  
**PUBLIC RELATIONS**  
**COURSE CODE: CCM 309**  
**COURSE TITLE: CONTEMPORARY ISSUES IN**  
**COMMUNICATION AND PUBLIC RELATIONS**

**DATE: 24/04/2025**

**TIME: 3.00PM -5.00 PM**

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**INSTRUCTIONS TO THE CANDIDATES**

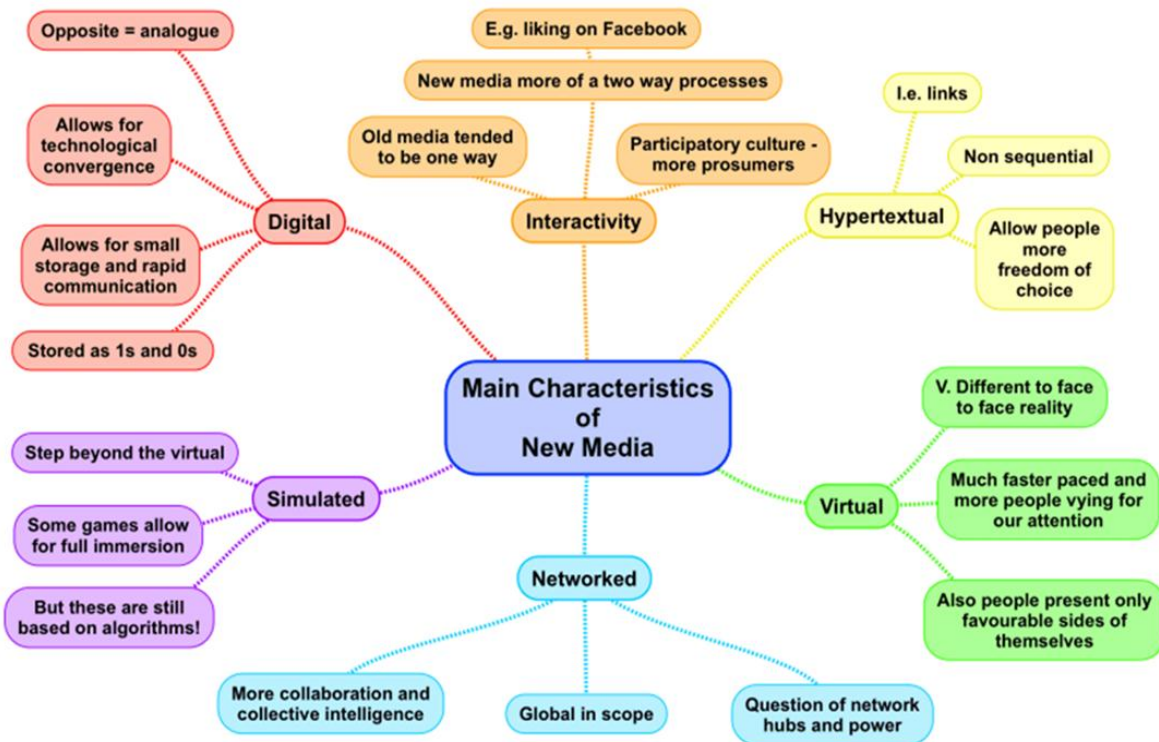
**SEE INSIDE**

**ANSWER FOUR QUESTIONS: QUESTION ONE IS COMPULSORY**

**CCM 309-CONTEMPORARY ISSUES IN COMMUNICATION AND PUBLIC RELATIONS**

## Answer Four Questions: Question One Is Compulsory

1) Look at the image below and answer the following questions.



a) From the image above, pick out five characteristics of new media and demonstrate how they impact Communication and PR (10 marks).

b) Use the concept of social media strategy wheel to advise the CEOs of modern companies on how to mitigate Social media networks impact on their businesses (5 marks).

c). With relevant examples, discuss the people issues that are impacting the Communication and PR field (5 marks).

d).With examples, examine the industry related issues that are resulting to business closures in the 21<sup>st</sup> Century (5 marks).

2a).Using relevant examples, briefly discuss the ICT related issues that spread and have impacted the Communication and PR Practice in the 21<sup>st</sup> Century (9 marks).

b) Comment on the roles of the following regulating agencies.(6 marks).

- i. Media council of Kenya
- ii. Communication Authority of Kenya
- iii. Public Relations Society of Kenya

3a) The communication landscape has changed in many different ways. With examples examine Global PR & Communication Issues that practitioners have to deal with. (10 marks)

b).Describe the role of culture in global Communication and PR (5 marks).

4a) Using relevant examples, discuss four ways in which Technology has changed the Communication and Public Relations Practice (8 marks).

b).Ethics is important in Communication and PR. In the table below, insert the ethical philosophies of the following proponents.

Proponent	Philosophy	Comment
Aristotle		
Kant philosophy		
John Stewart		

(6 marks)

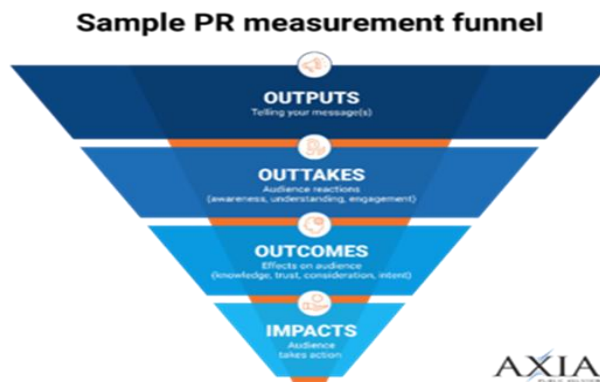
c) Explain one ethical practice in Communication and PR. (1 mark)

5a) In Kenya and in the world, one finds that some media houses own newspapers, radio, television and online news platforms. Using relevant examples, demonstrate how cross-media ownership represent a threat or an opportunity to public relations practitioners (8 marks).

b).Some organizations are using Artificial Intelligence powered Communication and Public relations tools to generate press releases, design their images and even take notes during meetings. Advise the firms on what to do to enjoy the benefits and to mitigate the negatives of AI dependent workplace (8 marks).

6) Most organizations have issues when it comes to measuring communication and PR effectiveness.

a) Look at the image below and explain in detail how one is supposed to go through the evaluation process (7 marks).



b). Use the image below to answer the following question.

**EMERGING ISSUES (Partial List)**

**Emerging Issues Where Communication Plays A Vital Role :**

- **Cultural Issues**
- **Non-Verbal Issues**
- **Ethical Issues**
- **Legal Issues**
- **Crisis Issues**
- **Public Relations Issues**
- **HR/ Financial Issues**
- **Technological Issues**
- **Employee Issues**
- **Gender Issues**

b). Pick out four emerging issues in the image above and advise Communication and PR companies on how to mitigate them ( 8 marks).