



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BROADCAST JOURNALISM

HBJ 4408: MEDIA CONTENT ANALYSIS

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2024

TIME: 2 HOURS

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

QUESTION ONE:

- a) Representation of Different Political and Ideological Perspectives (5 Mks)
- b) The Role of Media in Shaping Culture (5 Mks)

- c) How Media Shapes Understanding of Religion (5 Mks)
- d) Difference Between Religion and Spirituality (5 Mks)
- e) Importance of Media in Shaping Environmental Awareness (5 Mks)
- f) Types of news content and it's uses (5 Mks)

QUESTION TWO:

- a) Explain the importance of media in shapes the understanding of society (10 Marks)
- b) Discuss any four theories of content analysis. (10 Marks)

QUESTION THREE:

Illustrate the importance of Media shapes and it's understanding of race through:

- Representation (3 Marks)
- Framing (3 Marks)
- Narratives (3 Marks)
- Gatekeeping (3 Marks)
- Agenda-setting (3 Marks)
- Socialization (3 Marks)
- Culture (3 Marks)

QUESTION FOUR:

Discuss the various types of fake news used on social media and digital outlets,
deducing the nature of content originator and the society (20 Marks)

QUESTION FIVE:

Discuss the ethical issues involved when reporting for multicultural and generational audience
(10 Marks)

Discuss the understanding and impact of ownership on media content where there is civilian
unrest (10 Marks)

