



MACHAKOS UNIVERSITY
University Examinations for 2022/2023 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**THIRD YEAR SUPPLEMENTARY/SPECIAL EXAMINATION FOR
BACHELOR OF ARTS ((PUBLIC ADMINISTRATION))**

APP 306: MEDIA & PUBLIC POLICY

Date: 8/3/2023

Time: 2.00 – 4.00 PM

INSTRUCTIONS

Answer QUESTION ONE and any other TWO QUESTIONS.

QUESTION ONE (30 MARKS)

- a) Explain how individuals can participate in politics and influence public policy . (10 Marks)
- b) Evaluate on how Political rhetoric may appear to signal media impact (10 Marks)
- c) Explain five media ethics that shapes the media industry. (10 Marks)

QUESTION TWO (20 MARKS)

Discuss how the mass media has fueled violence in major cities in Africa

QUESTION THREE (20 MARKS)

Explain how television influence agenda setting through their coverage in policy making process.

QUESTION FOUR (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 FIVE (20 MARKS)

Media coverage actually has limited consequences for actual policy decisions even when policy agenda and political discussions are affected by the media. Discuss.