



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF ARTS IN COMMUNICATION

JANUARY – APRIL 2018 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION & LANGUAGES

COURSE CODE: COM405

COURSE TITLE: AUDIENCE ANALYSIS

EXAM DATE: MONDAY 16TH APRIL 2018

TIME: 2:00PM-4:00PM

INSTRUCTIONS

- This examination script consists of **Five (5)** questions.
- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer **Question ONE** and any other **TWO** questions
- **Question 1** carries **30** marks
- Question 2-5 carry **20** marks each

QUESTION ONE: COMPULSORY

- a) Define audience analysis. **(2marks)**
- b) Explain five points of divergence between pre-media audience and today's audience. **(10marks)**
- c) Using the theories of the formation of the mass media audiences, explain five factors that have so far influenced the growth of the FM radio stations in Kenya. **(10marks)**
- d) Distinguish between field of experience (FOE) and frame of reference (FOR) as used in audience analysis. **(8marks)**

QUESTION 2

- a) Scholars define the audience using the following discourses. Using examples, explain each of them.
 - I) As an aggregate **(5marks)**
 - II) As a mass **(5marks)**
 - III) As a social group **(5marks)**
 - IV) As a market **(5marks)**

QUESTION THREE

Imagine you have been appointed a senior broadcast programmes manager in a major media house in Kenya owning both Radio and TV broadcasting channels. What criteria would you use to determine your target audience? **(20marks)**

QUESTION FOUR

- a) As an expert in audience analysis, explain five reasons why it is important to understand the causes of audience segmentation over time. **(10marks)**
- b) Discuss five consequences of the above causes of audience segmentation. **(10marks)**

QUESTION FIVE

- a) In audience reception, there is an argument that audiences tend to expose themselves to messages that are in agreement with their existing attitudes and tend to avoid those that are contradictory to their cause. Explain five criticisms leveled against this argument. **(10marks)**
- b) Using relevant examples from local media, explain why you think knowledge and skills on audience studies are important to a media practitioner. **(10marks)**