



PAN AFRICA CHRISTIAN UNIVERSITY

DEPARTMENT: COMMUNICATION & LANGUAGES

COURSE CODE: JMS203

JANUARY 2025

COURSE TITLE: INTRODUCTION TO ELECTRONIC MEDIA

Section A is Compulsory. Attempt any other three Questions in Section B

Question 1

1. As a media consultant in Kenya, you have been tasked with advising different types of broadcast media on how to shape their content to effectively serve their audiences. For each of the following broadcast media typologies, explain two key factors that influence the type of content they produce, providing relevant Kenyan examples:
 - i) Community media (2 marks)
 - ii) Private media (2 marks)
 - iii) Public service media (2 marks)
 - iv) State-controlled (2 marks)

SECTION B: Attempt any other three Questions

2. Format selection in a radio station is likely to be influenced by a number of factors. Discuss **five** key factors that will influence your choice of content for a youth-oriented urban radio station that will help attract and retain your target audience. (10 marks)
3. You have been appointed as the programming manager for *Gikeno Radio* an established radio station in Kenya. Your primary task is to determine the most suitable format for the station's content. Explain with relevant examples **five** key factors that will influence your choice of content for the station. (10 marks)
4. The rise of digital platforms has significantly impacted traditional television and radio in Kenya.

- a) Explain **three** major challenges that traditional broadcasters in Kenya face due to the dominance of digital platforms. **(6 marks)**
 - b) Evaluate **two** strategies that Kenyan television and radio stations are using to adapt and maintain audience engagement in the digital era. Provide relevant local examples. **(4 marks)**
5. As the head of content at *Shangilia* Television station, part of your role is to ensure that all programming complies with broadcasting regulations. Illustrate how your station would comply with broadcasting regulations in five key content areas while still creating engaging and appealing programming. **(10marks)**