

# MASTER OF COMMUNICATION STUDIES (Y1 S 2)

## MCOMS 814: POLITICAL COMMUNICATION

---

### INSTRUCTIONS TO CANDIDATES:

Answer *Question One (1)* and any other *Three (3)* questions.

---

### **QUESTION ONE (15 MARKS)**

- (a) With examples, discuss the characteristics of political campaign messages **(7 marks)**
- (b) Liberal democracy assumes that citizens are sufficiently well-informed to vote for the wisest, the most honest, the most enlightened of their fellow citizens'. Discuss the defining characteristics of a democratic regime **(8 marks)**

### **QUESTION TWO (15 MARKS)**

The media is supposed to play an objective role in political campaigns and maintain its time honoured reputation as the people's watchdog. However, its key role as an objective educator and informer is compromised by various aspects. Discuss.

### **QUESTION THREE (15 MARKS)**

The use of opinion polls during elections and media reporting of such polls have been adopted in Kenya for some time now. They have however not been able to achieve perfection and as thus face numerous challenges. Discuss their applicability in Kenyan and compare with other developed democracies of the world.

### **QUESTION FIVE (15 MARKS)**

Political debates among candidates vying for various elective positions is a phenomenon that was adopted in Kenya in 2013. With reference to the political debates that have taken place in Kenya in the August 2022 General Elections, discuss the concept in comparison to other democracies of the world.

### **QUESTION FIVE (15 MARKS)**

The emergence of the internet has provided new opportunities for public participation and engagement in political debate and new media have provided a new battleground for political parties. Discuss using practical examples drawn from Kenya