



KENYATTA UNIVERSITY

CITY CAMPUS

UNIVERSITY EXAMINATIONS 2017/2018

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF ARTS

(DIPLOMACY AND INTERNATIONAL RELATIONS)

ADI 809: GLOBAL MEDIA COMMUNICATION AND INTERNATIONAL AFFAIRS

DATE: Monday, 5th February, 2018

TIME: 5.30 p.m. - 8.30 p.m.

INSTRUCTIONS:

Answer any **THREE** questions.

1. Examine the impacts of global media on social, cultural, economic and political globalization. Cite examples.
2. Examine the factors that shape communication policy in the global arena. Support your cases.
3. Evaluate the roles played by global communication in the global economic arena. How has this influenced global economic relations between states?
4. Analyze the impacts of global communication on diplomacy and world affairs. How has this shaped global political relations.
5. Compare and contrast between realism and liberalism as theoretical approaches in global communication. Illustrate your cases.
6. Assess the roles played by global media in political decision making. Illustrate your case.