



REFORMED CHURCH UNIVERSITY

**FACULTY OF ARTS, THEOLOGY, CULTURE AND
HERITAGE STUDIES**

BACHELOR OF MEDIA & DIGITAL STUDIES

MEDIA OWNERSHIP AND CONTROL

HMDS 209

PART 2 SEMESTER 2 EXAMINATION

TOTAL MARKS [100]

Date: OCTOBER 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *five (5)* questions
2. Answer any *three (3)* questions
3. Each question carries *100 marks*
4. Start each question on a new page

1. Analyze the impact of concentrated media ownership on democracy. Use examples to support your argument
(100)

2. How do moguls alter media content and diversity?
(100)

3. Compare and contrast the political economy and cultural studies approaches to media ownership (100)

4. News content is subjectively compromised by media ownership.
Discuss. (100)

5. Examine the impact of media ownership on political discourse. Use examples to support your argument.
(100)

END OF PAPER