



PIONEER INTERNATIONAL UNIVERSITY

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UNIVERSITY EXAMINATIONS

ACADEMIC YEAR: 2020/2021

SEMESTER: MAY-AUGUST

UNIT CODE: BAIR 4110

UNIT NAME: INTERNATIONAL
COMMUNICATION

DATE: AUGUST 2021

TIME: 2 HOURS

INSTRUCTIONS

- Answer question **ONE** and any **TWO** questions from Section B.

SECTION A: (COMPULSORY 30 Marks)

Question I:

1. Assess the role of the international media in the Tigray conflict in Ethiopia. **(15 Marks)**
2. Discuss the complementarity of the theory of 'free flow of information' and that of modernization theory in international communication with reference to the so called Third World. **(15 Marks)**

SECTION B: ANSWER ANY TWO QUESTIONS

(40 Marks)

1. To what extent can diplomacy and public diplomacy be enhanced through international communication? **(20 Marks)**
2. Critically assess the theoretical potency of structural imperialism in addressing the impact of the Internet and Digital Space in modern international communication. **(20 Marks)**
3. Globalization has come with the privatization and liberalization of telecommunications. Discuss the impact of liberalization and privatization of the media in Kenya. **(20 Marks)**

