

10/08 / Joism / TP

# **MASS MEDIA PROJECT**

## **GRAPHIC ARTS DEPARTMENT**

**TOPIC:** AN INVESTIGATION ON THE ROLE OF  
THE MEDIA IN PROMOTING SOCIAL  
AND ECONOMIC DEVELOPMENT IN  
KENYA

**PRESENTED BY:** JOYCE MWONGELI KAESA

**COURSE:** DIPLOMA IN JOURNALISM AND PUBLIC  
RELATIONS

**COLLEGE NO.:** 106P02646

**CLASS:** GP106104

THIS PROJECT IS SUBMITTED TO THE KENYA POLYTECHNIC  
UNIVERSITY COLLEGE IN PARTIAL FULFILLMENT OF AN AWARD OF  
DIPLOMA IN JOURNALISM AND PUBLIC RELATIONS.

**APRIL 2008**