

7/08/Joism/TP

MEDIA RESEARCH PROJECT

GRAPHIC ARTS DEPARTMENT

2ND YEAR

**INSTITUTION : THE KENYA POLYTECHNIC UNIVERSITY
COLLEGE**

**TOPIC : THE INFLUENCE OF WESTERN MEDIA
ON THE SOCIAL CULTURAL DEVELOPMENT
OF YOUTH**

PRESENTED BY:

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COLLEGE NO. : 106P01291

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

COURSE CODE : GP106104

SUPERVISOR : MR. RAIRO OWINO

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**A PROJECT SUBMITTED TO THE KENYA POLYTECHNIC
UNIVERSITY COLLEGE, IN PARTIAL-FULFILLMENT OF AN
AWARD OF A DIPLOMA IN JOURNALISM AND PUBLIC
RELATIONS.**

ABSTRACT SUMMARY

THE MEDIA RESEARCH DONE INVOLVES THE INFLUENCE OF WESTERN MEDIA ON THE SOCIAL CULTURAL, DEVELOPMENT OF THE YOUTH. THE RESEARCHER SUBDIVIDED HER STUDY INTO FIVE CHAPTERS EACH HIGHLIGHTING DIFFERENT ASPECTS.

CHAPTER ONE HAS THE INTRODUCTION AND THE BACKGROUND INFORMATION ABOUT THE STUDY. CHAPTER TWO ENTAILS THE LITERATURE REVIEW. CHAPTER THREE HAS THE STUDY METHODOLOGY, WHILE CHAPTER FOUR GIVES THE DATA ANALYSIS AND FINALLY IN CHAPTER FIVE THE CONCLUSION AND APPENDICES.