



UNIVERSITY EXAMINATIONS

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF
THE BACHELORS OF ARTS IN LITERATURE, FILM STUDIES AND THEATRE ARTS
SECOND SEMESTER 2024/2025**

(AUGUST, 2025)

FILM 322: INTERACTIVE ELECTRONIC MEDIA

STREAM: Y3 S2

TIME: 2 HOURS

DAY: WEDNESDAY, 3.00 – 5.00 P M

DATE: 06/08/2025

INSTRUCTIONS:

- 1. Do not write anything on this question paper.**
- 2. Answer Question Compulsory One and Any Other TWO Questions.**

QUESTION ONE

- a) Explain what you understand by electronic media and give examples (4marks)
- b) Explain what makes Radio more interactive than print media (6marks)
- c) Discuss **five** major elements of mass media. (10marks)
- d) Briefly explain any weaknesses of social media as an interactive site. (10marks)

QUESTION TWO

Discuss reasons why radio remains the most interactive form of media. (20marks)

QUESTION THREE

Television as a form of electronic media has had a great impact on our culture discuss. (20marks)

QUESTION FOUR

Discuss the influence of electronic media on global socializations and democracy. (20marks)

QUESTION FIVE

Discuss how the internet revolution has increased global interactivity? (20marks)