



UNIVERSITY EXAMINATIONS
FIRST YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION AND MEDIA
FIRST SEMESTER 2022/2023
[SEPTEMBER-DECEMBER, 2022]

COMM 101: HISTORICAL DEVELOPMENT OF COMMUNICATION

STREAM: Y1S1

TIME: 2 HOURS

DAY: THURSDAY, 12:00 – 2:00 PM

DATE: 08/12/2022

INSTRUCTIONS

- 1. Do not write anything on this question paper.**
- 2. Answer question ONE and any other TWO questions.**

QUESTION ONE

- a) With practical illustrations, demonstrate any **five** ways how Wilbur Schramm's Interactive model (1954) of communication could strengthen or otherwise cross-cultural communication among Kenyan university students.
[15marks]
- b) Using specific examples, explain any **five** ways different audiences use social media differently with specific reference to career women in Kenya.
[15marks]

QUESTION TWO

Do you think the print media is on its deathbed with the increasing popularity of audio-visual and new media especially among the young media consumers in Kenya? Discuss with practical examples.
[20marks]

QUESTION THREE

- a) With practical illustrations, describe any **four** reasons how the 24-hour TV news cycle does away with the need or otherwise for radio news among urban media consumers in Kenya.
[10marks]

- b) Do you agree that the media dramatizes and sensationalizes news stories? With any **four** practical examples, support your answer from the 2022 general elections in Kenya.

[10marks]

QUESTION FOUR

- a) In Kenya where literacy rate is not so high, radio especially vernacular FMs are accessed in far-flung places and villages. With specific examples, describe any **four** ways how radio can be used as a medium to serve 'education for all' in Kenya.

[10marks]

- b) With appropriate illustrations, explain any **four** challenges of live coverage notwithstanding its immense contribution in television broadcasting in Kenya.

[10marks]

QUESTION FIVE

- a) Reality shows have become very popular among television viewers in Kenya and beyond. Using specific examples, explain any **four** reasons for their massive popularity in Kenya.

[10marks]

- b) Do you subscribe to the view that mass media shape and/or reshape the culture of the male Kenyan college students? Using any **four** specific examples from your surroundings, explain why such is happening among these male Kenyan college students.

[10marks]