



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF
BACHELOR OF ARTS IN LITERATURE, FILM STUDIES & THEATRE ARTS
SECOND SEMESTER, 2023/2024
(JANUARY-APRIL, 2024)**

FILM 322: INTERACTIVE ELECTRONIC MEDIA

STREAM: Y3S2

TIME: 2 HOURS

DAY: TUESDAY, 12:00 – 2:00 P.M.

DATE: 16/04/2024

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer Question ONE (compulsory) and any other TWO Questions.***
- 3. Start every Question on a FRESH Page.***

QUESTION ONE

- Explain what you understand by electronic media and give examples. (4marks)
- Explain makes Radio more interactive than print media. (6marks)
- Discuss **five** major elements of mass media. (10marks)
- 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)