

# **FIRST YEAR EXAMINATIONS FOR THE AWARD OF THE DIPLOMA IN JOURNALISM & MASS COMMUNICATION (Y1 S2)**

## **DJM 0111- HISTORY OF COMMUNICATION IN KENYA**

### **Instructions:**

*Answer question one and any other two*

#### **Question 1**

- a) Define communication. (2 mks)
- b) Explain **FOUR** elements of communication. (8mks)
- c) Discuss the history of communication from ancient to modern times.(10 mks)
- d) Discus **FIVE** principles of communication (10 mks)

#### **Question 2**

- a) Discuss **FIVE** reasons why you should practices responsible journalism in the country (10 mks)
- b) Explain **FIVE** forms of communication. (10 mks)

#### **Question 3**

- a) Discuss **FIVE** technological advancements that have improved newspaper readership in the country? (10 mks)
- b) Identify **TEN** challenges posed by the use of ICT in communication (10 mks)

#### **Question 4**

- a) 'Print media is as old as mankind'. Discuss this statement giving examples (10 marks)
- b) Discuss **FIVE** roles of social media in recent movements and protests in the country (10 mks)

#### **Question 5**

- a) Discuss **TEN** ways radio has been a catalyst for social change in Kenya.(20mks)