



SCHOOL OF HUMANITIES & SOCIAL SCIENCES

Bachelor of Arts in Communication

FINAL EXAM

BAC 1207: History and Structure of the Media

DATE: Tuesday, 10th March 2020

Time: 10:30 – 12:30

Instructions

Answer ALL questions in Section A and any TWO questions in Section B.

SECTION A (30 MARKS)

This section is compulsory. Answer **all** questions.

- 1 (a) Describe the role of the telegraph as an influence on other media. (12 marks)
 - (b) Discuss THREE technological innovations that helped to promote movie going. (6 marks)
 - (c) Describe THREE social functions of theatre in early civilizations. (6 marks)
 - (d) Using examples, describe THREE ways in which advertising influenced the development of the mass media. (6 marks)

SECTION B

2.(a) Using TWO examples, discuss the role of religion in the promotion of print culture. (6 marks)

(b) List THREE ways in which television has been influenced by other media. (9 marks)

3.(a) Examine the extent to which the digital revolution changed the way media content is consumed. (5 marks)

(b) Describe FIVE ways media houses in Kenya have adapted to the changes in media consumption habits?

4.(a) Assess the role of the Internet in terms of the way it allows users to do NINE things they have always done differently. (9 marks)

(b) Write brief notes on the following.

(i) Guttenberg printing press (2 marks)

(ii) Cathode Ray tube (2 marks)

(iii) Mainframe computers (2 marks)