



**Strathmore**  
UNIVERSITY

**STRATHMORE INSTITUTE**

**DIPLOMA IN JOURNALISM AND NEW MEDIA**

**END OF SEMESTER EXAMINATION**

**DJNM 1101: HISTORY OF COMMUNICATION AND MEDIA**

**DATE: 15<sup>th</sup> AUGUST 2018**

**Time: 2 Hours**

---

**Instructions**

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

**QUESTION ONE – COMPULSORY QUESTION**

1. Effective communication is essential for a variety of reasons. Throughout history, man has progressively enhanced and mutated communication methods and technologies to ease and hasten the process and its anticipated results. Communication serves various purposes within homogenous and heterogeneous societies. It has evolved through the ages and with it, societies have morphed and transformed. Discuss this evolution and transformation using the following headlines:
  - i. Early communication methods (**3 marks**)
  - ii. Early handwritten documents and books (**3 marks**)
  - iii. Printing press (**3 marks**)
  - iv. Letter writing and the postman (**3 marks**)
  - v. Telegraph (**3 marks**)
  - vi. Telephone (**3 marks**)
  - vii. Radio (**3 marks**)
  - viii. Television (**3 marks**)
  - ix. Mobile phone (**3 marks**)
  - x. Internet (**3 marks**)

\*\*\*\*\*

**QUESTION TWO**

2. The Internet has become a critical form of communication especially in the 21st Century and is today the driving force of all forms of communication.

- i. Identify three online communication tools and describe their most effective utilization in today's world. (9 marks)
- ii. Discuss the difference between professional and unprofessional use of social and digital media. (6 marks)

### QUESTION THREE

#### Media disruption: bad for us, wonderful for humanity

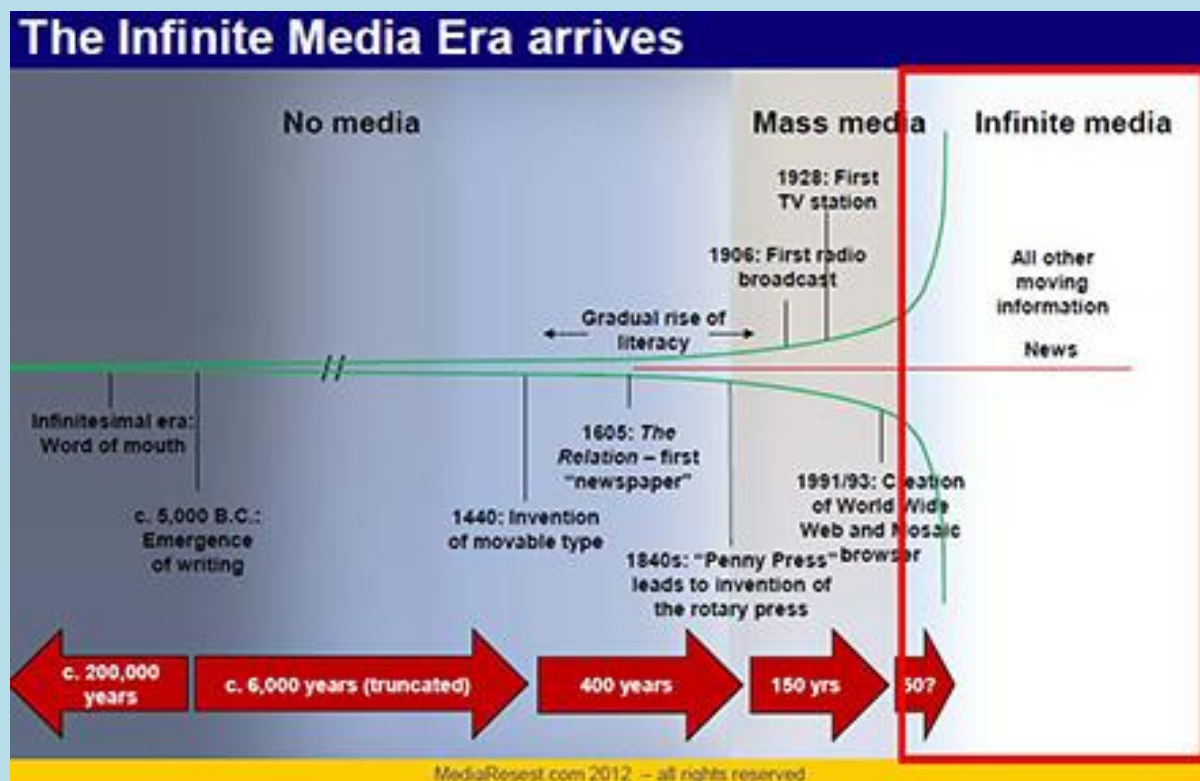
**Disruptive Innovation** | 24 March 2014

By Steve Gray

Disruption of the mass media is a big subject. But here's an even bigger one: the incredible amount of good this same disruption is bringing to humanity worldwide.

So this time out, let's forget about the mass media for a few minutes. Let's take a look at the massive and mostly positive impact this digital revolution is having and will continue to have on humanity.

To begin, let's look again at the "infinite pipe" graphic I've used several times before.



This chart illustrates how the flow of information among humans has expanded from almost nothing during most of our 200,000-year history to near infinity in just the last decade or so. From that viewpoint, we must first acknowledge this is not an equal-opportunity planet. Humans live in a wide range of information conditions.

In fact, every information condition on the graphic above still exists in some places on the globe. The industrialised — or informationised — parts of the world live at the right end of the chart, with nearly infinite access virtually all the time. But several billion people around the globe live in much less advanced conditions. There are people living in information environments equivalent to the 1990s, the 1950s, the early 1900s, the 1600s, and even before. That is, there are people who have no access to the Internet, people who

have no access to radio and television, and even people who have little or no access to print — and couldn't read if they did.

**Now to the heart of the matter: What does information mean to a human being?** The human mind is, fundamentally, a choice-making engine. It processes information received through the five senses and makes choices and decisions that result in actions. And those actions are calculated to give us better results — more happiness, more enjoyment, better living, etc., in ways large and small.

We're not just computers, of course — our choices and decisions are influenced by individual feelings, values, personalities, and a host of other individual influences. But the fact is, incoming information is the fuel that drives human thought and action.

**And here's another key fact: New information is the only thing that changes a person's behaviour.** A person will go on doing what he/she is doing right now, until — based on new information — he/she decides it's time to do something different. Back to the graphic. As we go from left to right, through the course of human history, what's happening? Individuals are gaining access to more and more information. And, as that happens, they make more choices and decisions — and change their behaviour more often.

Hence the incredible acceleration of change in all aspects of society as we move from left to right on the graphic. At the left end of the chart, for millennia, human society changed only very gradually. Then the advent of printing resulted in the rise of literacy, which drove increasingly rapid political, economic, and technological change.

From the Dark Ages through the Renaissance, from mercantilism to the free market, from feudal systems to representative democracy, from the industrial era to the information era, the engine of change was the same: more information moving more people to new choices, new decisions, and changes in behaviour.

At the left end of the graphic, when word of mouth was the only information technology, only a few people (e.g., rulers, nobility, and priests) had access to more information than the rest of humanity. And they didn't have much. At the right end of the graphic, with full mass media and universal digital technologies, we are moving rapidly toward the ultimate condition, in which everyone has access to all information.

The 21st century is the hinge point. During this century, we will see an incredible advance toward the ultimate condition. That's why the smartphone is the most radical revolutionary technology ever devised. It is enabling and will enable huge segments of humanity to leapfrog hundreds of years, from near-zero access to near-full access to humanity's expanding trove of information.

What happens when a human mind goes from near-zero access to near-infinite access? From knowing only the life around them to the ability to know about the lives, achievements, potentials, and possibilities across the whole human race?

First, shock and awe. Then dissatisfaction. Then action. In this century, billions of people will, for the first time, have access to enough information to see and understand the opportunities that others enjoy, and to strive to maximise their own abilities and opportunities. The increase in human capacity, productivity, and fulfilment will be monumental. And so goat-herders — and certainly many of their children and grandchildren — will become technologists, doctors, lawyers, scientists, business people, etc. Corrupt and restrictive political systems will come under unstoppable pressure, as happened in the Soviet Union, Poland, and the Arab Spring. Jobs will continue to flow from the information-privileged to the formerly information-starved.

Wealth will tend to equalise around the globe over many coming generations, as more people come closer to maximising their potential. All of this, just because human minds are gaining new access to information. Individually, of course, people will make good choices and bad ones. Access to information does not guarantee wise decisions. But in the main, across the whole of humanity, people will do what they are wired to do: They will mostly make choices that produce better outcomes for themselves, their families and, in aggregate,

society. We're seeing it in India and China. As information reaches all the dark corners of the planet, we'll see it everywhere.

Exactly what will happen is impossible to predict. But we can be sure that the general result will be more freedom, more equality, more economic advancement, more rapid development of technology, and more global interconnectedness than ever before.

At the same time, those who benefited from the old, barricaded information systems of the past are in for hard times. Repressive governments, autocratic institutions, and monopolistic businesses will find life more and more difficult. So, too, will businesses built around the former difficulties of getting information. That includes the traditional media.

3. Using clear examples from around the world, debate the merits and demerits of the article above while presenting your views on the disruptive impact of mass media on the following:
  - a. Political upheavals and transitions **(5 marks)**
  - b. Economic liberalization **(5 marks)**
  - c. Socio-cultural trends **(5 marks)**

#### **QUESTION FOUR**

4. Globalization and international migration patterns have altered the way people across communities and countries engage with each other.
  - i. Define and describe the term 'globalization'. **(3 marks)**
  - ii. Discuss at least four (4) challenges that arise from cross-cultural communication and provide possible solutions. **(12 marks)**

#### **QUESTION FIVE**

1. Explain why the study of media history is vital in the understanding of people and societies. **(9 marks)**
2. Debate the view that "radical press" is described as a disruption that reshapes a society's thinking by breaking free of a social norm and creating a new order. Debate. **(6 marks)**