



**SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAM
BAC1207 HISTORY AND STRUCTURE OF THE MEDIA**

DATE: 13th March 2026

TIME: 16:00 – 18:00

Instructions

Answer all questions in Section A. Answer any two questions in Section B.

SECTION A (30 MARKS)

SECTION A

QUESTION ONE

- (a) Examine the current influence of social media on political debate with the penny press's role in shaping American politics in the mid-19th century, contrasting THREE issues that affected either platform. (9 marks)
- (b) Using examples, explain how material was documented in written form before the 15th century. Support your answer by referring to THREE different types of writing materials used during that period. (9 marks)
- (c) Based on Four Theories of the Press, discuss how realistic the Soviet Model is as a representation of media operation. (12 marks)"

SECTION B

QUESTION TWO

- (a) Identify and explain THREE ways media organizations adapted their content as television became more accessible to the public in the 1950s. (9 marks)
- (b) With detailed examples provide TWO reasons why the media have faced criticism for not effectively performing their gatekeeping role in the context of increasing Internet use. (6 marks)

QUESTION THREE

(a) Evaluate THREE distinct methods used to manage content in radio stations during the 1920s that differ significantly from contemporary content management practices.

(12 marks)

(b) Provide examples to illustrate THREE methods by which media organisations in Africa have adapted to computer technology over the past 20 years. (3 marks)

QUESTION FOUR

(a) Compare three problems faced by television broadcasters in the 1930s with three challenges they encounter in the present day. (12 marks)

(b) Explain THREE ways in which freedom of the press has affected the development of national economies. (3 marks)

QUESTION FIVE

With reference to appropriate examples, analyze THREE major issues related to media ownership that are considered highly controversial by stakeholders. (15 marks)"