



Strathmore
UNIVERSITY

STRATHMORE INSTITUTE

DIPLOMA IN JOURNALISM AND NEW MEDIA

END OF SEMESTER EXAMINATION

DJNM 1101: HISTORY & CULTURE OF COMMUNICATION & MEDIA

DATE: 19TH APRIL 2023

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 – 30 MARKS

Discuss the evolution and transformation of communication under the following topics:

- a) Early communication methods (**3 marks**)
- b) Early handwritten documents and books (**3 marks**)
- c) Printing press (**3 marks**)
- d) Letter writing and the postman (**3 marks**)
- e) Telegraph (**3 marks**)
- f) Telephone (**3 marks**)
- g) Radio (**3 marks**)
- h) Television (**3 marks**)
- i) Mobile phone (**3 marks**)
- j) Internet (**3 marks**)

Total: 30 Marks

QUESTION TWO

- a) 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. Identify three online communication tools and describe their most effective utilization in today's world. (**9 marks**)
- b) Discuss the professional use of social and digital media. (**6 marks**)

Total: 15 Marks

QUESTION THREE

Using clear examples from around the world, discuss 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)**

Total: 15 Marks

QUESTION FOUR

- a) What is globalization? **(3 marks)**
- b) Discuss at least six (6) challenges that arise from cross-cultural communication and provide possible solutions. **(12 marks)**

Total: 15 Marks

QUESTION FIVE

- a) Explain why the study of media history is vital in the understanding of people and societies. **(9 marks)**
- b) 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. **(6 marks)**

Total: 15 Marks