



Strathmore
UNIVERSITY

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

DATE: March 20th 2025

TIME: 16:00 – 18:00

Instructions

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

SECTION A (30 marks)

QUESTION ONE

- (a) Explain the importance of having material in written form before the 15th century. Base your answer on THREE writing materials used at the time. (10 marks)
- (b) Compare the impact of social media on political debate presently with the penny press's influence on American politics in the mid nineteenth century. (8 marks)
- (c) In reference to Four Theories of the Press, illustrate THREE ways the Soviet Model could impact on media operations. (12 marks)

SECTION B (30 marks)

QUESTION TWO

- (a) Describe THREE changes to content that emerged for media organisations as television became more readily available to the public in the 1950s. (9 marks)
- (b) With the accelerated penetration of the Internet, provide TWO reasons why the media have been criticised for failing to perform proper gatekeeping. (6 marks)

QUESTION THREE

- (a) Compare THREE ways that content was managed in radio stations in the 1920s that is very different from how content is managed today. (12 marks)
- (b) Using examples, state SIX ways in which specific media organisations in Kenya have adapted to computer technology in the last 20 years. (3 marks)

QUESTION FOUR

- (a) Evaluate THREE problems that emerged for television broadcasters in the 1930s when weighed against THREE challenges broadcasters face today. (12 marks)
- (b) Illustrate THREE ways Freedom of the Press impacted on national economies. (3 marks)