



SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

END OF SEMESTER EXAM

BAC 1207: HISTORY AND STRUCTURE OF THE MEDIA

Date: March 7th 2024

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.

QUESTION ONE

1. The media have undergone significant changes in Kenya.

(a) Provide a brief historical account of FIVE epochal changes to the media regime with a focus on newspapers, giving specific examples of milestones that have defined these changes. (10 marks)

(b) Critique FIVE arguments from communication scholars that suggest that print media will continue to play a pivotal role in contributing to national discourse in Kenya. (10 marks)

(c) Outline any THREE technologies that emerged from the invention of the telegraph in the 18th century (10 marks)

SECTION B (30 MARKS)

QUESTION TWO

(a) Using relevant examples, discuss TWO issues that have come to be regarded as the most contentious among stakeholders in respect to media ownership. (15 marks)

QUESTION THREE

Use relevant examples of promotional material you have come across to evaluate any THREE functions of advertising. (15 marks)

QUESTION FOUR

Apply any THREE of the characteristics of the colonial mass media in Africa to explain how this could have impacted on the current state of the media on the continent . (15 marks)