



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**

**BACHELOR OF ARTS IN COMMUNICATION**

**END OF SEMESTER EXAMINATION**

**BAC 1207: HISTORY AND STRUCTURE OF THE MEDIA**

**Date: Thursday 14<sup>th</sup> March 2019**

**Time 08:45 – 10:45**

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**Instructions**

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.
  1.
    - a) “As early as 1895 and continuing to the present, various inventors from around the world contributed to the creation and development of radio”. Discuss **(10 marks)**
    - b) Assess the Impact of Radio in Society **(10marks)**
    - c) “The mass media present ideas of the culture/society in three broad ways “Using relevant examples, evaluate this statement. **(10marks)**
  2. The theory of media convergence indicates that, “*very soon, there will be no more need for having a television and a computer separate from each other*”.
    - a) Elaborate on this statement **(10marks)**
    - b) Evaluate the impact of media convergence on business models **(5 marks)**
  3. Discuss the growth and development of the world of stage & the art of motion pictures **(15 marks)**
  4. “Media effects refers to the many ways individuals and society may be influenced by both news and entertainment mass media”. Using relevant examples critically analyse this statement. **(15 marks)**
  5. “Until Johannes Gutenberg’s 15th-century invention of the movable type printing press, books were painstakingly handwritten and no two copies were exactly the same. “Critically comment on the early development of the print media. **(15 marks)**