

**CHUKA**



**UNIVERSITY**

**COLLEGE**

**UNIVERSITY EXAMINATIONS**

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF ARTS (COMMUNICATION AND MEDIA)**

**COMM 101: HISTORICAL DEVELOPMENT OF COMMUNICATION**

**STREAMS: B.A (COMM & MEDIA) Y1S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 16/12/2010**

**2.30 P.M. - 4.30 P.M.**

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**INSTRUCTIONS:**

1. Answer ALL questions in both Sections A and B.
2. This is not an open book exam. Any form of cheating will lead to immediate dismissal from the exam room. The candidate will earn a failing grade.
3. Please write legibly.

**SECTION A:**

1. (a) What is oral culture? Explain. [5 marks]  
(b) What is literary culture? Explain. [5 marks]
2. The term convergence is now common in mass communication.  
(a) Define the term. [2 marks]  
(b) Using real life examples, explain two ways in which convergence has affected the way we communicate. [8 marks]

3. Using your understanding of the relationship between communication and culture, discuss how printing impacted the culture of Western Europe? [10 marks]
4. There are two main types of radio and television broadcasting systems in Kenya today.
  - (a) Name them, and make a clear distinction between the two systems by illustrating three unique characteristics of each. [6 marks]
  - (b) Briefly analyze which of the two systems is preferable in a developing country like Kenya. [4 marks]

**SECTION B:**

1. When the book *It's Our Time to Eat* came out, many Kenyan book sellers regarded it as controversial. Although the government did not officially ban it, many book sellers refused to stock it. The book is about John Githongo's service in the Kenyan government when he was Governance and Ethics permanent secretary. Would you define the book sellers' refusal to stock the book as censorship? Knowing the undeniable cultural value of books, hence their place in communication, make an argument explaining the circumstances under which censorship of this medium and other mass media should be allowed, if at all. [15 marks]
  2. The term 'hypercommercialism' refers to the increase of the amount of advertising and mixing of commercial and non-commercial media content in radio, newspapers, television and the internet. In a well structured argument, show how 'business' affects our communication through mass media. [15 marks]
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