



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION
SEPTEMBER-DECEMBER 2019

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION & LANGUAGES

COURSE CODE: JMS203

COURSE TITLE: INTRODUCTION TO ELECTRONIC MEDIA

EXAM DATE: TUESDAY 10TH DECEMBER 2019

DURATION: 2 HOURS

TIME: 9:00AM-11:00AM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This exam script consists of **Six (6)** questions.
- **Section I is Compulsory. Attempt any other three Questions in Section II**
- *ALL PAC University's examination rules and regulations apply*

SECTION I: COMPULSORY

Question 1

- a) Information Communication Technologies have revolutionized how the media operates. This revolution has seen many debates emerge due to the unprecedented effect of the internet with scholars arguing that the new technologies have not invented anything new but have led to a convergence of the traditional media. Evaluate the impact of information communication technologies on electronic media.

(10 marks)

- b) Define the following terms as used in electronic media:

- i. Broadcasting **(2 marks)**
- ii. Simulcasting **(2 marks)**
- iii. Narrowcasting **(2 marks)**
- iv. Podcasting **(2 marks)**
- v. Participatory culture **(2 marks)**

Total = (10 marks)

- c) Describe any **FIVE** basic writing principles you should have in mind when writing for radio and television **(10 Marks)**

SECTION II

2. The study of the impact of electronic media on the society has led scholars to study this impact and propose a number of theories. Examine any **ONE** of the following theories in relation to electronic media effects on the society.

- i) Media Richness Theory
- ii) Uses and Gratification Theory
- iii) Cultivation Theory

(10 marks)

3. Digitalization of electronic media and the internet have had significant socioeconomic impact. Examine any **FIVE** of these socioeconomic impacts.

(10 marks)

4. Assume that you are a communication consultant of a prospective politician or political party during an election in Kenya; evaluate the use of electronic media outlets for their communication purposes.

(10 marks)

5. Describe **FIVE** advantages that have accompanied the convergence of technology.

(10 marks)

6. At the heart of digital cultures sits the internet, the ultimate network of networks. Using practical examples demonstrate **FIVE** areas that the digital cultures have had an impact on. **(10 Marks)**