



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 2017

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: JMS203

COURSE TITLE: INTRODUCTION TO ELECTRONIC MEDIA

EXAM DATE: THURSDAY 7th DECEMBER 2017

TIME: 9.00AM-12.00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- **Answer question 1 and any other two questions**
- *ALL PAC University's examination rules and regulations apply.*

QUESTION 1

- a) Define electronic media (4marks)
- b) For each of the following broadcast media typologies, discuss two factors influencing their broadcast content:
 - i) Community media (4marks)
 - ii) Private media (4marks)
 - iii) Public service media (4marks)
 - iv) State-controlled media (4marks)
- c) Using the two types of electronic media transmissions, explain how media has grown from the conventional broadcasting practice stage to the now global arena. (10marks)

QUESTION 2

- a) Scholars postulate that the term “media convergence is both ubiquitous and poorly defined, and that its uses have not yet converged.” Explain this statement using the three constructs of media convergence. (12marks)
- b) Using appropriate examples, discuss two threats posed by convergence towards the contemporary journalistic practice. (8marks)

QUESTION 3

Discuss five strengths of the radio medium as compared to other electronic media. (20marks)

QUESTION 4

Using examples, explain 5 ways in which new electronic media platforms have enhanced communications and the ability of the audience share, store and gain information and knowledge. (20marks)

QUESTION 5

Distinguish the following radio/Television formats as used in electronic media:

- i) Commentary and report (4marks)
- ii) Documentary and feature (4marks)
- iii) Vox pop and interview (4marks)
- iv) Commercial and PSA (4marks)
- v) News and magazine (4marks)