

CHUKA



UNIVERSITY

**SUPPLEMENTARY / SPECIAL EXAMINATIONS**

**SECOND YEAR EXAMINATION FOR THE AWARD OF BACHELOR DEGREE IN  
COMMUNICATION AND MEDIA**

**BSIS 261: INTRODUCTION TO MEDIA STUDIES**

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

**2 HOURS**

**TIME:**

**DAY/DATE: TUESDAY 17/11/2020**

**5.00 P.M - 7.00 P.M.**

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**INSTRUCTIONS:**

Answer **all** questions in Section A and any other **Three** in Section B.

**SECTION A – 30 MARKS**

1. a) Using your experience, explain how you understand the relationship between media and social world. [15 marks]
- b) Briefly highlight the transition from oral communication. (15marks)

**SECTION B – 40 MARKS**

2. Citing Kenyan examples, discuss media audience analysis in relation to media content production. [20 marks]
3. Using examples in the real world today, identify and explain functions of media(20 marks)
4. Distinguish various types of communications. [20 marks]
5. Criticize the emerging modern trends in advertising. impact of early technology on communication development; impact of technology on communication [20 marks]

