



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2020 /2021 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS
COMMUNICATION**

COURSE CODE: JMC 214

COURSE TITLE: INTRODUCTION TO ELECTRONIC MEDIA

DATE: 19TH JANUARY, 2022

TIME: 8.00 - 10.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating.

QUESTION ONE - COMPULSORY (30 MARKS)

- a) According to Marshall McLuhan, electronic technology has reshaped and restructured patterns of social interdependence and aspects of personal life. Discuss these changes. (10 marks)
- b) From the earliest use of Morse code on ships radio to modern cell phones, discuss how radio has revolutionized people's life. (10 marks)
- c) Discuss weakness of print media as compared electronic broadcast (10 marks)

QUESTION TWO (20 MARKS)

The Journalism Department of Kibabii University plans to set up a community radio station meant to serve Journalism students as a laboratory as well as serve the community. As the Technical Operator, what facilities should be considered to realize this dream? Discuss in detail.

QUESTION THREE (20 MARKS)

Discuss the three major stages of Television and film production, citing examples.

QUESTION FOUR (20 MARKS)

Journalism and Mass Communication Department at Kibabii University plans to come up with a TV drama on the upcoming career week at the University, List and discuss tips for writing a quality TV script that will realize this.

QUESTION FIVE (20 MARKS)

Media diversity affects society. Discuss the impact of media on society in the 21st Century.