

Moi University
School of Human Resource Development
Department of Communication Studies
1ST year 1st Semester Examinations: 2012/ 2013 Academic Year
Course Title: Introduction to Communication
Course Code: CMM 102

CMM 102: HISTORY OF COMMUNICATION

Answer any four. Questions one is compulsory.

1. a) The origin and development of communication can be explained within different milestones. Identify and explain illustratively the major milestones that explain the origin and development of communication in the world. (9 marks)
- b) The study of Rhetoric communication was paramount among the Greeks; examine any three reasons for that (6marks)
- c) Discuss vividly the impact of the development of printing in the field of communication.(10 marks).
2. New technology has played a major role in the development of communication. Explain the impact of the new technology in the advancement of communication in the world. (15marks)
3. Identify and explain any three forms of traditional communication and in each case highlight on their strengths and limitations. (15marks)
4. Politics and effective communication are twine sisters. Discuss any three political trends in the development of mass communication in Kenya. (15 marks)
5. Explore the evolution of Radio, Television and News papers and their impact in the development of contemporary communication in Kenya. (15marks).
6. Discuss the effective roles of mediated communication in resolving contemporary social and political issues in Kenya. (15 marks)