



# MASENO UNIVERSITY

## UNIVERSITY EXAMINATIONS 2011/2012

### FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE DEGREE OF BACHELOR OF ARTS IN COMMUNICATION & MEDIA TECHNOLOGY WITH INFORMATION TECHNOLOGY (MAIN CAMPUS)

#### AMT 104: MEDIA HISTORY

*Date: 10<sup>th</sup> August, 2012*

*Time: 2.00 – 4.00 p.m.*

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#### INSTRUCTIONS:

- ◆ Answer Question ONE and any other TWO questions.



## **AMT 104: MEDIA HISTORY**

**Instructions: Answer question ONE and any other TWO. Duration: 2 hours**

1. Discuss Johannes Gutenberg's contribution to the world of Printing press looking at his life and milestones achieved before he died in 1459 (30 Marks)
2. History of media began with the printing of books. Discuss [ 20marks]
3. Briefly trace the origin and development of any two of the following
  - (a) Radio [10marks]
  - (b) Newspaper [10 marks]
4. Write briefly on the following
  - (a) Penny Press [10 marks]
  - (b) Yellow Journalism [10 marks]
5. (a) Explain some of the factors that contributed to the fast growth of Standard and Nation newspapers [10 marks]  
b) Describe the characteristics of the colonial newspapers in Kenya [10 marks]