



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR DEGREE
OF BACHELOR OF EDUCATION ARTS WITH INFORMATION
TECHNOLOGY**

MAIN CAMPUS

AEN 107: HISTORICAL DEVELOPMENT OF COMMUNICATION I

Date: 5th December, 2016

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer Question ONE and any other TWO.



1. Discuss any *THREE* theories of the origins of language and communication stating their strengths and weaknesses. (30 marks)
2. Explain the stages of development that the art of writing and symbolic communication have undergone since the cave paintings of antiquity. (20 marks)
3. Explain why modern media of communication are often referred to as the Information Age. (20 marks)
4. Explain why Chomsky's claims about language significantly undermine the standard assumption that language has "evolved" in stages over time. (20 marks)
5. Discuss the impact of communication gadgets on human intellectual creativity, productivity and development. (20 marks)