



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR DEGREE  
OF BACHELOR OF ARTS IN LANGUAGE AND  
COMMUNICATION WITH INFORMATION TECHNOLOGY**

**MAIN CAMPUS**

**AEN 211: DISCOURSE AND NEW MEDIA**

Date: 8<sup>th</sup> December, 2016

Time: 8.30 - 11.30am

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**INSTRUCTIONS:**

- Question ONE and any other TWO.

1. Discuss how new media has revolutionized the transactional and interactional functions of language. (30 marks)
2. With reference to specific aspects of language, discuss how the new media has influenced language change. (20 marks)
3. Explain the differences between spoken and written language in relation to the new media technology. (20 marks)
4. Using illustrations, explain the following concepts: (20 marks)
  - a) Chats
  - b) SMS
  - c) Discourse
  - d) Interpersonal communication
  - e) Blogs
5. Describe at least FIVE challenges in language use that have emerged due to social media platforms. (20 marks)