

# **RONGO UNIVERSITY**

OFFICE OF THE DEPUTY PRINCIPAL-ACADEMICS AND STUDENTS AFFAIRS

## **UNIVERSITY EXAMINATIONS**

**2015/2016 ACADEMIC YEAR**

**SECOND YEAR FIRST SEMESTER EXAMS**

**FOR**

**DEGREE**

**IN**

**BACHELOR OF ARTS IN LINGUISTICS, MEDIA AND COMMUNICATION**

**COURSE CODE: LMC 210**

**COURSE TITLE: MEDIA, COMMUNICATION AND INFORMATION SOCIETY**

**DATE: 9/12/2015**

**TIME: 9.00AM- 11.30AM**

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### **INSTRUCTIONS TO CANDIDATES**

- Answer question ONE and other THREE questions
- Marks are shown at the end of each question
- Show workings in the answer booklet for award of full marks
- Each question should begin on a fresh page
- Duration is 3 hour

**THIS PAPER CONSTISTS OF (2) PRINTED PAGES**

**PLEASE TURN OVER**

## **QUESTION ONE**

Using examples from Technology and culture, discuss why information is today  
Considered the core of modern age.

**(25MARKS)**

## **QUESTION TWO**

Write on your understanding of the concept of globalization to include “explosive growth of migration, tourist  
industry, musical forms and terrorism.”

**(15MARKS)**

## **QUESTION THREE**

Giving THREE examples, explain why communication can simply be understood as “the sharing of  
information”

**(15MARKS)**

## **QUESTION FOUR**

Discuss the following proposition: “Information exists. It does not need to be perceived to exist. It does not  
need to be understood to exist. It requires no intelligence to interpret it.”(Storier, 1990, p20).

**(15MARKS)**

## **QUESTION FIVE**

Discuss Webster definition to “denote” whatever can be coded for transmission through a channel that  
connect a source with a receiver (Webster, 2006, p26).

**(15MARKS)**

## **QUESTION SIX**

Explain what you understand by the concept of “flexibility of consumption “in information age. **(15MARKS)**