

LAIKIPIA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

**1<sup>ST</sup> SEMESTER 2023/2024 ACADEMIC YEAR**

**FIRST YEAR EXAMINATION FOR BACHELOR  
OF COMMUNICATION AND MEDIA STUDIES**

**COMM 112: HISTORICAL DEVELOPMENT OF COMMUNICATION**

***STREAM: R***

***TIME: 2 HRS***

***DAY: WEDNESDAY (14.30-16.30PM) DATE: 6/12/23***

**THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)**

**PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.**



**INSTRUCTIONS:** Answer question **ONE** and any other **TWO** questions

**QUESTION ONE (30 MARKS)**

- a) Describe the human evolution for speech in the following areas
- i) The brain (5 marks)
  - ii) The larynx (5 marks)
- b) Describe the development of writing under the following
- i) Settlement of communities and formation of governments (3 marks)
  - i) Use of clay tokens (7 marks)
  - ii) Use of clay tablets (5 marks)
- c) Discuss the contribution of printing to the development of communication (10 marks)

**QUESTION TWO (20 MARKS)**

- a) Briefly explain the invention and early use of radio (10 marks)
- b) Discuss the role of television in communication (10 marks)

**QUESTION THREE (20 MARKS)**

Describe the six information revolutions according to Fang (2015) (20 marks)

**QUESTION FOUR (20 MARKS)**

Describe the growth and development of communication in Kenya (20 marks)

**QUESTION FIVE (20 MARKS)**

The internet has transformed the entire communication landscape. Discuss. (20 marks)