

LAIKIPIA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

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

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

**LINS 121: COMMUNICATION INFORMATION IN SOCIETY**

***STREAM: R***

***TIME: 2 HRS***

***DAY: WEDNESDAY (8.30-10.30AM)***

***DATE: 6/12/23***

**THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)**

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



**INSTRUCTIONS:** Answer Question **ONE** and any other **TWO** Questions

**QUESTION ONE (30 MARKS)**

a) Explain the following terminologies in the context of communication and information in society

- i) Information Society (2marks)
- ii) Communication (2marks)
- iii) Electronic information (2marks)
- iv) Digital Divide (2marks)
- v) Information Behaviour (2marks)

b) Describe **FIVE** ethical and privacy considerations of communication information in society (10 marks)

c) Using relevant examples explain **FIVE** economic aspects of communication and information (10 marks)

**QUESTION TWO (20 MARKS)**

Critically discuss **FIVE** aspects on the importance of communication in society (20 Marks)

**QUESTION THREE (20 MARKS)**

a) Describe any **FOUR** Challenges in the digital news era (8Marks)

b) Discuss how the following approaches are used to transfer information

- i) Verbal communication (3Marks)
- ii) Written Communication (3Marks)
- iii) Digital communication (3Marks)
- iv) Visual communication (3 Marks)

**QUESTION FOUR (20 MARKS)**

Using **RELEVANT** examples discuss the early development and rise of the internet (20 Marks)



**QUESTION FIVE (20 MARKS)**

- a) Explain **FIVE** key milestones in the evolution of communication technologies (10 Marks)
- b) Define Information overload (2 Marks)
- c) Describe **FOUR** factors contributing to information overload in the digital era (8 Marks)

