



# UNIVERSITY EXAMINATIONS

**1<sup>ST</sup> SEMESTER 2025/2026 ACADEMIC YEAR**

## **FIRST YEAR EXAMINATIONS FOR THE DEGREE OF BACHELOR OF ARTS COMMUNICATION AND MEDIA**

**COMM 112: HISTORICAL DEVELOPMENT OF COMMUNICATION**

***STREAM: R***

***TIME: 2 HRS***

***DAY: MONDAY (2.30-4.30PM)***

***DATE: 2/2/2026***

**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****Do not write on this question paper****QUESTION ONE**

- a) Imagine you are preparing for a class presentation on the history of communication.

Demonstrate how the following concepts can be applied to explain shifts in the communication practices across different Eras

(i) Cloud computing

(ii) Wireless communication

(iii) Media convergence

(iv) Papyrus

(v) Scriptoria

**(10 marks)**

- (b) Describe the Concentric Circle model of communication

**(20 marks)**

**QUESTION TWO**

- (a) Briefly describe the five canons of rhetoric as outlined by Cicero

**(10 marks)**

- (b) explain the five characteristics of communication

**(10 marks)**

**QUESTION THREE**

- (a) Explain the impact of Gutenberg's invention of communication

**(10 marks)**

- (b) Describe the origins of the oral tradition

**(10 marks)**

**QUESTION FOUR**

- (a) Briefly describe the five areas of communication

**(10 marks)**

- (b) Outline the main contributions of each of these eras to the development of communication

**(10 marks)**

**QUESTION FIVE**

- (a) Describe the early development of radio technology and how it transformed the media.

**(10 marks)**

- (b) Explain how the internet has changed the communication landscape in Kenya. **(10 marks)**