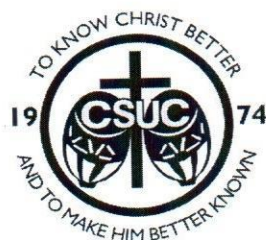


Index number _____ Programme Option _____ Signature _____



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI -GHANA
FACULTY OF HUMANITIES
DEPARTMENT OF COMMUNICATION STUDIES
END OF FIRST SEMESTER EXAMINATIONS, 2021/2022 ACADEMIC YEAR
BACHELOR OF ARTS IN COMMUNICATION STUDIES
Level 200
BACS: 209: INTRODUCTION TO ELECTRONIC MEDIA**

January 2022

[70 marks]

INSTRUCTIONS TO CANDIDATES:

- Answer question ONE; and two others.
- Write your answer on the **answer sheets provided**
- *Please present your answer in ESSAY form*
- Write your index number clearly at the top of every page of the answer sheets used.

Note: Marks will be awarded for:

- Introduction
- Content
- Conclusion
- Evidence of Further Reading
- Originality and Independence (Cheating would be penalized and integrity rewarded)
- Correct grammar, clarity of expression and logical presentation of facts.

Index number _____ Programme Option _____ Signature _____

Answer THREE Questions

Question 1:

Explain any six television programme formats stressing their appeal to audiences.

[30 marks]

Question 2:

Explain the view that since its invention, electronic media has had a much positive impact than negative on society.

[20 marks]

Question 3:

Trace five major milestones of electronic media history in the world from 1897 to 1922.

[20 marks]

Question 4:

Trace five major milestones of electronic media history in Ghana from 1935 to 1995.

[20 marks]

Question 5:

Explain Network Broadcasting and explain three modes of distributing broadcast content.

[20 marks]