



**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



March 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.

Answer THREE Questions

Question 1:

Provide six historical accounts of the development of electronic media in Ghana from 1935 to 1995.

[30 marks]

Question 2:

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

[20 marks]

Question 3:

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

[20 marks]



Question 4:

Explain any five formats for presenting broadcast content.

[20 marks]

Question 5:

Explain five negative effects of the invention of electronic media on society.

[20 marks]