



"Investing in Africa's Future"

(CSSTHE)

END OF FIRST SEMESTER EXAMINATIONS

HEC 224 INTRODUCTION TO MULTIMEDIA COMMUNICATION

APRIL/MAY 2018

EXAMINER: MR. E.T. DOWERA

DURATION: 3 HRS

INSTRUCTIONS

1. Answer any **three** questions. Each question carries **20** marks.

2. Number your answers carefully.

3. Begin each new answer on a new page and write legibly.

Answer any 3 questions.

Question 1

Discuss ways in which multimedia communication can be abused as a platform to advance cultural imperialism.

Question 2

Explain how multimedia communications have changed to face of advertising in the modern age.

Question 3

In Rwanda, radio and television were used as platforms to incite and ferment the 1994 genocide. In the Rift Valley in Kenya, and in the Congo, the state media has been used to ferment ethnic conflicts. Examine how multimedia communication can be used to preempt 'hate speech' which may trigger a humanitarian crisis.

Question 4

Compare and contrast any two communication theories. Discuss how these theories can be applied to communication practice.

Question 5

Define the term democracy and discuss how multimedia communication can advance democracy in any given country.

Question 6

"Modern day repressive governments' control of the flow of information is over."
Critically examine this statement in the light of the rise of new multimedia technologies of communication.

End of paper
