

##### MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN COMMUNICATION, JOURNALISM AND PUBLIC RELATIONS**

**COURSE CODE: CMM 111**

**COURSE TITLE:** **COMMUNICATION IMAGES IN                                 AFRICA**

**DATE:26TH AUGUST, 2015 TIME: 11.00AM – 1.00PM**

### INSTRUCTIONS TO CANDIDATES

## Question **ONE** is compulsory.

## Answer any other **TWO** questions.

## ***This paper consists of 2 printed pages. Please turn over.***

1. a. Visual communication relies both on eyes and function of the brain that     makes sense. Explain how the brain and color impact in the     interpretation of messages we receive **(15mks)**

b. In order to find meaning from a visual message, one needs to learn a     systematic way for studying images. Elaborate on the methods to bear     in mind for better analysis **(15mks)**

1. a. One of you class mates joined late, take him through the common      typefaces you learned while he was away **(10mks)**

b. Giving examples, explain to him the following terms as it is used in     visual communication **(10mks)**

1. **Pictograms**
2. Phonogram
3. **Ideogram**
4. **Monogram**
5. **Logotype**
6. Discuss the following Visual Communication Theories **(20mks)**
7. The gestalt theory
8. The constructivism theory
9. The semiotics theory
10. The cognitive theory
11. a. Discuss any five types of cartoons **(10mks)**

b. Citing the difference between world wide web (WWW) and internet,      describe the advantages or organizations using Web **(10mks)**

1. a. The term computer graphics has been used in a broad sense to describe     almost everything on computers that is not text or sound. As a     communication specialist, clarify to your colleagues what computer      graphics refers to and cite relevant examples **(10mks)**

b. Discuss how computer graphics has been applied in our day to day life  **(10mks)**

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