



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**SECOND YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS IN LANGUAGE AND
COMMUNICATION WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

AEN 211: DISCOURSE AND NEW MEDIA

Date: 21st April, 2016

Time: 8.30 - 10.30 am

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.



BA (LANGUAGE AND COMMUNICATION)
AEN 211: DISCOURSE AND NEW MEDIA

Answer question ONE and any other TWO questions

1. With reference to specific aspects of language, discuss how the new media has influenced language change. (30 marks)
2. New media has revolutionalized the transactional and interactional functions of language. Validate this statement. (20 marks)
3. What are the differences between spoken and written language in relation to the new media technology? (20 marks)
4. Using illustrations, explain the following concepts: (20 marks)
 - a) Chats
 - b) SMS
 - c) Discourse
 - d) Threads
 - e) Blogs
5. Discuss FIVE challenges in language use that have emerged due to social media platforms. (20 marks)