



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES
BACHELOR OF EDUCATION (EARLY
CHILDHOOD DEVELOPMENT)**

**COURSE CODE: ECDE 413
COURSE TITLE: CHILDRENS LITERATURE AND
MASS MEDIA**

DATE: 7TH DECEMBER 2018

TIME: 1430 - 1630HRS

INSTRUCTIONS TO CANDIDATES

- Question **ONE** is compulsory
- Answer any other **TWO** questions

1. Discuss why the teacher ought to review children's literature in both print and electronic media. **(24mks)**
2. Discuss three poetics of power in Walt Disney's film, *Lion King*, that would attract children to watch this film. **(23mks)**
3. Identify four brain teasers in any mass media and explain the importance of the genre in the development of children's creativity. **(23mks)**
4. Discuss any TV or radio drama that can negatively affect children. **(23mks)**
5. Explain the importance of visual presentation in children's literature. **(23mks)**
6. Identify any song in the electronic media and discuss its effects on the children's growth. **(23mks)**

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