



PAN AFRICA CHRISTIAN UNIVERSITY
JANUARY 2024 Trimester Exams
COM 205: THEORIES OF COMMUNICATION (Degree,
COMMUNICATION)
ROYSAMBU & VALLEY ROAD (DAY/EVENING)
Time 3hrs.

Instructions: Answer ALL questions in SECTION A and any other THREE questions in SECTION B

SECTION A (10 marks)

1. Answer ALL of the following questions:

- a) Explain why the tenets of the communication theory is important in understanding the whole concept of communication. (4 marks)
- b) Explain two roles of gatekeepers in mass communication (2 marks)
- c) Describe using illustrations, any two categories of theories of communication (4 marks)

SECTION B (30 marks)- Answer any THREE of the following questions:

- 2. Explain how the tenets of agenda-setting theory would apply to a media personality involved in changing public opinion. (10 marks)
- 3. Using Kenya's context, illustrate how according to cultivation theory, exposure to television cultivates viewers' perception of reality (10 marks)
- 4. Imagine that you have been given a group assignment in class and you are the group leader. Describe five ways in which group think theory would be useful to you (10 marks)
- 5. Human beings are social beings and in every social context, we feel the need to interact and know one another more. Describe the explanation given by Uncertainty

Reduction Theory on how people end up forming interpersonal relationships with others (10 marks