



PAN AFRICA CHRISTIAN UNIVERSITY

APRIL 2022 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 how the tenets of symbolic interactionism theory would apply to any individual involved in intrapersonal communication. (4 marks)
- b) In your own words, explain what communication means to you. Make a relevant argument. (4 marks)
- c) Distinguish between theory and theoretical framework. (2 marks)

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

2. Illustrate using examples of Kenya's context, either of the two theories below: (10 marks)
 - a) Agenda-setting Theory
 - b) Cultivation Theory
3. Discuss **five** ways you can apply the structuration theory of group communication in class when assigned a group project or assignment. (10 marks)
4. Imagine you are a worker in an organization. Describe **five** ways on how the organizational culture theory would be useful to you as a worker. (10 marks)

5. Culture is said to shape society and define people's identity. Describe the explanation given by Communication Accommodation Theory on why people behave the way they do in social interactions and the role their cultural background play (10 marks)