



**PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR**

DIPLOMA IN COMMUNICATION

SEPTEMBER – DECEMBER 2017

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: DCM100

COURSE TITLE: THEORIES OF COMMUNICATION

EXAM DATE: THURSDAY 7th DECEMBER 2017

TIME: 9.00AM-12.00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- ANSWER ALL QUESTIONS IN SECTION A AND ANY OTHER **TWO** QUESTIONS IN SECTION B.
- BE ORGANIZED AND NEAT
- MOBILE PHONES AND ANY OTHER GADGETS OF COMMUNICATION SHOULD BE SWITCHED OFF BEFORE THE EXAM STARTS
- ANY FORM OF CHEATING WILL LEAD TO AUTOMATIC DISQUALIFICATION

SECTION A (COMPULSORY) (30mks)

QUESTION ONE

- i. Explain the following terminologies
 - a) Theory (3mks)
 - b) Electronic Colonialism (3mks)
- ii. Outline the **five** key elements in Lasswell's Model of Communication. (5mks)
- iii. Use the elements you outlined in question (v) above to create **your own** working definition of Human Communication. (3mks)
- iv. Using **one** relevant example, discuss how social media has caused communication scholars to rethink about the boundaries of the various types of communication contexts. (6mks)
- v. Describe how any **five** types of Communication are applied in PAC University (10mks)

SECTION B (ANSWER ANY TWO QUESTIONS)

QUESTION TWO (20mks)

“The media gives us what to think about and not what to think”.

- i) State the theory that presents this statement and its proponents. (4mks)
- ii) Briefly discuss the tenets and critiques of the theory, and its relevance in Human Communication. (16mks)

QUESTION THREE (20mks)

Evaluate the Spiral of Silence Theory (SPT) using the **five** pillars of evaluating a theory.

QUESTION FOUR (20mks)

You are a writer for PAC Daily a Newspaper run and managed by PAC University students. You have realized that despite the efforts to market PAC Daily in other universities, the students of those universities prefer magazines published by their own institutions and which address their issues.

- i) Based on its tenets, justify which theory best explains this phenomenon (15mks)
- ii) Discuss the various applications of the theory in influencing media policies (5mks)

QUESTION FIVE (20mks)

- i) Describe the **five** adopter categories in the Diffusion of Innovations Theory. (15mks)
- ii) Explain the relevance of the Diffusion of Innovations Theory to a journalism student. (5mks)