



School of Humanities and Social Sciences

Department of Communication, Languages and Linguistics

Course Code: COM 205

Course Title: Theories of Communication

Campus: Online

Semester: May- August 2022

Duration: 3 hours

Instructions: Section A is Compulsory. Answer any three questions from Section B.

Section A

1. Briefly describe the meaning of the following concepts as used in theories of communication

- i. Post-positivity (1mk)
- ii. Parsimonious (1mk)
- iii. Heuristic provocativeness (1mk)

b. Theories can be used to address various types of problems. According to Lauden, it can begin with three types of problems. Explain these three problems. (3 marks)

c. Explain the concept of 'hot and cool media' according to Marshal McLuhan in technological determinism theory (4 marks)

Section B

Answer any three questions.

Question 2

a. The performance of the press can be evaluated on the basis of normative theories. Explain three normative theories of the press. (6 marks)

- b. Using appropriate examples, discuss the theory that suggests that exposure to television cultivates viewers' perception of reality. (4 marks)

Question 3

- a) Explain the concept of Communication Accommodation Theory of intercultural communication and highlight its strengths and weaknesses. (6 marks)
- b) "Groupthink is a kind of thinking in which maintaining group cohesiveness and solidarity is more important than considering the facts in a realistic manner". (Janis 1959) Discuss the theory that explains this statement. (4 marks)

Question 4

- a. Using examples, explain how media influences audiences using the following theories;
- i. Agenda Setting Theory (2 marks)
 - ii. Gatekeeping Theory (2 marks)
 - iii. Magic Bullet Theory (2 marks)
 - iv. Uses and Gratification Theory (2 marks)
 - v. Media Dependency Theory (2 marks)

Question Five

- a) "People tend to remain silent when they feel that their views are in the minority."
Discuss this statement using the relevant theory. (6 marks)
- b) Explain the concept of Social Penetration Theory, and highlight its strengths and weaknesses. (4 marks)