



PAN AFRICA CHRISTIAN UNIVERSITY

MAY- AUG 2024 Trimester Exams

**DCM 100: THEORIES & PRINCIPLES OF COMMUNICATION (Diploma,
COMMUNICATION)**

DAY CLASS (ONLINE)

Lecturer: CAROLYNE NJOKI NGUGI

Time 3hrs.

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

SECTION A (10 marks)

1. Communication has had several definitions over the years including one by West & Turner (2018). Explain the **five** key terms that they use in their perspective. **(10 marks)**

SECTION B (30 marks) Answer any three questions

2. Using a relevant example, describe how a message flows through the five step process of Laswell's Communication model. **(10 marks)**
3. a) Use two examples to explain how the Social Information Processing Theory can be applied to online communication. **(4 marks)**

b) Recent protests under the banner of “#Rejectfinancebill” have dominated the Kenyan media. Describe how these news events have gone through the **three**-stage Agenda Setting process. **(6 marks)**
4. Using 5 examples discuss the uses and gratifications theory from a digital media perspective. **(10 marks)**

5. There are seven contexts in the field of communication. Explain any **five** that stand out to you as a media practitioner in the 21st Century. **(10 marks)**