



COURSE UNIT CODE: COM 205

COURSE TITLE: THEORIES OF COMMUNICATION

DAY CLASS, THIKA ROAD CAMPUS

END OF SEMESTER EXAMINATION JAN – APRIL 2021

COURSE LECTURER – Ms. ELIZABETH THIGA

Section A - Compulsory

QUESTION 1

- a) Differentiate between a theory and a model, and give an example of each **(5 marks)**
- b) John an American and Jack a Japanese are business partners. They are having a few disagreements which could affect their partnership. With reference to the face negotiation theory, explain the conflict styles likely to be used by each to solve their issues and why **(5 marks)**

Section B – Answer any three questions

QUESTION 2

The five theories of the press often dictate the media system of a country. Discuss these theories, and give examples of countries that ascribe to them **(10 marks)**

QUESTION 3

- a) Identify and explain the three types of agenda setting **(6 marks)**
- b) List four framing techniques used by the media or other communication professionals to promote an agenda **(4 marks)**

QUESTION 4

- a) Define health communication **(2 marks)**
- b) According to the Extended Parallel Process model, people have three responses to health messages based in fear. Discuss **(6 marks)**

- c) According to the Elaborated Likelihood Model of Persuasion, which are the two routes used by communicators to achieve their goal? **(2 marks)**

QUESTION 5

According to the Diffusion of Innovation Theory, there are five categories of adopters. List and explain each of them **(10 marks)**

Examination paper coverage Check list (Attach the filled checklist to the draft examination paper)

Examination Coverage Checklist

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Number of Students: Ten

Day/Evening/Weekend (tick appropriately)

Question	Marks	Topic	Subtopic
Q 1.	10	a. Introduction to theories and models b. Cultural communication theories	a. Definitions b. Face Negotiation Theory
Q .2.	10	Theories of the press	The Five theories of the press
Q.3.	10	Political Communication theories	a. Agenda Setting theory b. Framing theory
Q.4	10	Health Communication theories	a. Definition b. Extended Parallel

			Process Model
Q.5	10	Technology Theories	Diffusion of Innovation theory

Course Outline

Date	Topic (Module/U nit)	Outco me(s) to meet	Assigned Readings	Student Activity (DQS/Compendiums/ Assignments)
22/01/2021	Introducti on to Theories and Models of Communic ation Theories of the press	#1	Baran, S. J., & Davis, D. K. (2015). <i>Mass Communication Theory: Foundations, ferment, and future</i> (7th ed.). Stamford, CT: Cengage Learning. Read: Chapter 19	Write your reflections from the reading in this chapter
29/01/2021	Communic ation and Informatio n Technolog y Theories	#1&5	Baran, S. J., & Davis, D. K. (2015). <i>Mass Communication Theory: Foundations, ferment, and future</i> (7th ed.). Stamford, CT: Cengage Learning. Read: Chapter 9	Discuss how innovations are introduced and adopted by various communities using the diffusion of innovation theory. (DQ 1)
05/02/2021	Health Communic ation Theories	#1&2	Baran, S. J., & Davis, D. K. (2015). <i>Mass Communication Theory: Foundations, ferment, and future</i> (7th ed.). Stamford, CT: Cengage Learning. Read: Chapter 6	DQ 2
12/02/2021	Interperso nal Communic ation Theories	#1&2	Baran, S. J., & Davis, D. K. (2015). <i>Mass Communication Theory: Foundations, ferment, and future</i> (7th ed.).	The onion model is sectioned into eight parts, representing the breadth of a person's life. Write your

			Stamford, CT: Cengage Learning. Read: Chapter 9 Read: Chapter 7	reflections from the reading in this chapter on how you would label eight regions of interest in your life? (WC 1)
19/02/2021	Mass Media Theories	#1	Griffin, E. (2019). <i>A first look at communication theory</i> (10th ed.). New York: McCraw Hill. Read: Chapter 8	As a media practitioner, discuss how you would use uses and gratifications theory to determine what needs to address to engage and gratify your audience. (DQ 3)
26/02/2021	CAT			
05/03/2021	Mass Media Theories Contd.	#1	McQuails Mass Communication Theory by Denis McQuail (z-lib.org) Baran, S. J., & Davis, D. K. (2015). <i>Mass Communication Theory: Foundations, ferment, and future</i> (7th ed.). Stamford, CT: Cengage Learning. Read: Chapter 9	
12/03/2021	Persuasion Theories	#1&3	Baran, S. J., & Davis, D. K. (2015). <i>Mass Communication Theory: Foundations, ferment, and future</i> (7th ed.). Stamford, CT: Cengage Learning. Read: Chapter 6	Discuss the techniques generally used in persuasion. (DQ 4)
19/03/2021	Cultural Context	#1&3	Griffin, E. (2019). <i>A first look at communication theory</i> (10th ed.). New	Discuss what face concern (self-face, other-face, mutual-face)

			York: McCraw Hill. Read: Chapter 31	your religious faith, political ideology, or personal set of values embraced. (WC 2)
26/03/2021	Cultural Context Cont.	#1&3	Griffin, E. (2019). <i>A first look at communication theory</i> (10th ed.). New York: McCraw Hill. Read: Chapter 31	
2/04/2021	EASTER MONDAY			
9/04/2021	Audience Theories: Uses and Reception	#1&3	Mass Communication Theory Foundations, Ferment, and Future by Stanley J. Baran, Dennis K. Davis (z-lib.org)	Difference between media functions and media uses (DQ 5)
16/04/2021	Revisiting the content		Griffin, E. (2019). <i>A first look at communication theory</i> (10th ed.). New York: McCraw Hill. Read: Chapter 31	
23/04/2021	EXAM			