



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS
IN COMMUNICATION
JANUARY-APRIL 2026
CAMPUS: ROYSAMBU
DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE CODE: COM205

COURSE TITLE: THEORIES OF COMMUNICATION

LEVEL: UNDERGRADUATE

TIME: 2 HOURS

INSTRUCTOR: HENRY NEONDO

INSTRUCTIONS

1. Question 1 is compulsory.
2. Answer **ANY TWO (2)** questions from Section B.
3. Write clearly and support your answers with relevant examples where applicable.

QUESTION 1 is Compulsory

30 marks

- i. Explain four functions in mass communication. **(4 marks)**
- ii. Describe the concept of **agenda setting** **(6 marks)**
- iii. Outline the main assumptions of the **Uses and Gratifications Theory**. **(5 marks)**

- iv. Using two relevant examples, explain the concept of **gatekeeping** in news production. **(10 marks)**
- v. Describe the “**Mean World Syndrome**” as used in Cultivation Theory. **(5 marks)**

SECTION B: Answer ANY TWP (2) questions. (30 marks)

- 2. A national television station launches a campaign encouraging young people to register for upcoming elections. Using **any five (5)** relevant mass communication theories studied in this course, discuss how the campaign may influence audience attitudes and behaviour. **(10 marks)**
- 3. Ditto Inc is an Agri-Tech firm. In 2022, it set foot in a county, intending to have locals adopt its technology used in farming. However, after 3 years of operation, a poor evaluation made Ditto Inc close shop and relocate to a new county, where surprisingly, the adoption rate was three times the former County. Demonstrate five steps of how technology is adopted using the **Diffusion of Innovations Theory**. **(10 marks)**
- 4. Using not more than 300 words, write a short synthesis essay explaining how **digital media** has transformed traditional mass communication theories into contemporary society. **(10 marks)**
- 5. It is Monday morning and Kiptanui, an ardent supporter of Manchester City, is surprised to discover all his fellow passengers in the bus he was travelling in were supporters of Arsenal that defeated his team over the weekend. The sheer noise and excitement of these Arsenal supporters made him opt for silence from contributing to the animated discussions. Discuss the **Spiral of Silence Theory** and evaluate its relevance in the situation. **(10 marks)**

TOTAL: 60 MARKS