



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR DIPLOMA IN
COMMUNICATION

SEPTEMBER-DECEMBER 2018 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: DCM100

COURSE TITLE: THEORIES & PRINCIPLES OF COMMUNICATION

EXAM DATE: TUESDAY 4TH DECEMBER 2018

DURATION: 3 HOURS

TIME: 2:00PM-5:00PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- Answer Question **One (Compulsory)** And **Any Other Two** Questions
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply*

QUESTION ONE: (COMPULSORY) 30mks

- i. Define the term Human Communication. (2mks)
- ii. State any **three** barriers to effective listening. (3mks)
- iii. Outline the **five** stages of conversation. (5mks)
- iv. Explain any **three** important factors that influence a journalist's self-concept. (6mks)
- v. Critique the relationship between the media agenda and the public agenda in Agenda Setting Theory. (6mks)
- vi. Briefly contrast the main arguments in the era of Mass Society Theory with arguments during the era of emergence of Limited Effects. (8mks)

QUESTION TWO (20mks)

Use relevant examples to explain the following elements of impression formation.

- a. Stereotypes (5mks)
- b. Primacy-Recency (5mks)
- c. Self-fulfilling prophecies (5mks)
- d. Attribution of control (5mks)

QUESTION THREE (20mks)

You are a radio presenter for the Breakfast Show at PAC Radio. Explain how your radio show brings out any **five** mass communication elements discussed in Schramm's model of mass communication.

QUESTION FOUR (20mks)

Briefly discuss the proponents, tenets and critiques of the Two Step Flow Theory.

QUESTION FIVE (20mks)

- a. Using a relevant example explain the term self-concept. (4mks)
- b. Use appropriate examples to illustrate the **four** self-awareness concepts presented in the Johari Window. (16mks)