



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 2025 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE CODE: COM205:

COURSE TITLE: THEORIES OF COMMUNICATION

EXAM DATE:

TIME:

DURATION: 3 HOURS

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer question ONE and any other THREE Questions
- All other PAC University examination rules and regulations apply

Question 1 (Compulsory)

- i) Explain two purposes of learning theories in the discipline of communication. (4 Marks).

- ii) The Mass Society Era proponents argued that media has a strong effect on its audience. Present three arguments advanced by the Limited Effect Era theorists to contrast the Mass Society Era's view about the power of the media. (6mks)

Question 2

- i) Describe the concept of Media Indexing Theory (4mks)
- ii) Discuss two ways in which Media Indexing theory applies in influencing the range of perspectives presented in news coverage. (6mks)

Question 3

Assume that the Government is planning to run a polio vaccination drive within a given rural community. Using the Two-Step Flow Theory, illustrate five ways in which the opinion leaders might influence the adoption of the campaign's messages. (10 Marks)

Question 4

Demonstrate five ways in which you may incorporate digitization to ensure your message reaches audiences across multiple media channels. Base your answers on the Converged Media theory.(10 Marks)

Question 5

Assume that a high-profile news story is fast developing about a controversial incident in a given media organization. It is believed that the information might affect important personalities in the Media House. Using the Hierarchy of Influences Theory, explain five factors that might influence how the news is framed. (10 Marks)