



**Course Code:** COM 205

**Course Title:** Theories of Communication

**Number of students:** 12

**Campus:** Roysambu Campus, Evening.

**Semester:** May- August 2021

**Lecturer:** Juliet Mwangi

**Duration:** 3 hours

**Instructions:** Section A is Compulsory. Answer any three questions from Section B.

#### **Section A**

1. a. Briefly describe the meaning of the following statements as used in theories of communication

i. Drip- Drip Hypothesis (1mk)

ii. Mainstreaming (1mk)

iii. Heuristic provocativeness (1mk)

b. Describe two categories of theories of communication (2 marks)

c. Describe two roles of gatekeepers in media (2 marks)

d. Explain three reasons why theory is a desirable aspect for the study communication (3 marks)

#### **Section B**

**Answer any three questions.**

#### **Question 2**

a. The performance of the press can be evaluated on the basis of normative theories. Explain three normative theories of the press. (6 marks)

b. Using examples, discuss a theory that suggests that exposure to television cultivates viewers perception of reality. (4 marks)

### **Question 3**

- a. Explain the concept, strengths and weaknesses of communication accommodation theory of intercultural communication (5marks)
- b. Using local examples discuss and critique the two step flow theory (5marks)

### **Question 4**

- a. Explain how media influences audiences using the following theories-
  - i. Agenda setting theory (2 marks)
  - ii. Gatekeeping theory (2 marks)
  - iii. Magic bullet theory (2 marks)
  - iv. Uses and gratification theory (2 marks)
  - v. Media dependency theory (2 marks)

### **Question Five**

- a. Explain the concept of 'hot and cool media' according to Marshal McLuhan in technological determinism theory (5 marks)
- b. Explain the concept, strengths and weaknesses of social penetration theory (5 marks)