



COM 205-THEORIES OF COMMUNICATION EXAM- JANUARY- APRIL 2020

Roysambu-Day

Instructions: SECTION ONE is compulsory. Answer any TWO question from SECTION TWO

SECTION ONE

- a) The emergence of Mass Media was marked by alternating bewilderment and alarm due to its perceived influence. Use **TWO** relevant examples to illustrate your understanding of mass media as a perceived tool of education beyond schooling and public libraries in your community. (10 marks)
- b) Scholars have provided explanation to the uses of theories, use relevant examples to support your understanding of **TWO** uses of theories. (10 marks)

SECTION TWO

QUESTION TWO

The Theory of Planned Behavior is an improved version of the Theory of Reasoned Action and it posits that there are certain fundamental steps that can be taken in order to advocate for behavior change among audiences. Use this theory to argue how you would sensitize the public to adhere to the Covid 19 Pandemic health messages using different media outlets. (10 marks)

QUESTION THREE

The Competence Based Curriculum (CBC) has received its fair share of criticism. Using the Argumentation Theory examine the conversations around the introduction of this curriculum in the Kenya education sector. (10 marks)

QUESTION FOUR

The Two-Step Flow theory advocates that messages pass from the media, through opinion leaders, to influence the opinions of others and their actions as well. Use this theory to demonstrate how people's responses can be influenced. (10 marks)

QUESTION FIVE

Using relevant examples within your context, describe any **FOUR** different contexts in which Noelle-Neumann's Spiral of Silence is applicable today. (10 marks)

