



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF FIRST SEMESTER EXAMINATION: 2021/2022

**DEPARTMENT OF COMMUNICATION AND MEDIA
STUDIES**

COMM 303: COMMUNICATION THEORIES AND MODELS

TIME ALLOWED: TWO AND HALF (2.5) HOURS

STUDENT ID:

INSTRUCTIONS:

ANSWER ALL QUESTIONS IN THE ANSWER BOOKLET.

**ANSWER ALL QUESTIONS FROM SECTION A AND ONE (1) QUESTION ONLY
FROM SECTION B.**

**DO NOT TURN OVER THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO BY
THE INVIGILATOR.**

LECTURER: Dr. Denise D. Duncan

SECTION A

ANSWER ALL QUESTIONS IN THE ANSWER BOOKLET (35 Marks)

1. List and briefly explain the four categories of communication models. (8 marks)

State the main idea of the following theories:

2. Hypodermic needle theory (2 marks)
3. Agenda setting theory (2 marks)
4. Social learning theory (2 marks)
5. Which of the following is a theory of a direct mass media effect? (1 mark)
 - a. Uses and Gratifications Theory
 - b. Social learning theory
 - c. Hypodermic needle theory
 - d. Cultivation theory
6. What is a communication theory? (2 marks)
7. An opinion leader in one sector will always be an opinion leader in another sector. True or False. (1 mark)
8. What are the three factors leading to the development of the hypodermic needle theory? (3 marks)
9. List and briefly explain the four conditions necessary for effective modelling. (8 marks)
10. State two core assumptions of the gatekeeping theory. (2 marks)
11. Who propounded the Agenda Setting Theory? (1 marks)
12. What is the difference between framing and Agenda building? (4 marks)

SECTION B

ANSWER ONE (1) QUESTION ONLY FROM THIS SECTION IN THE ANSWER BOOKLET

1. I am a theory of mass communication which allows you to keep your sanity. State and discuss who I am? (25 marks)
2. Gatekeepers have some criteria in filtering information. Discuss 5 of these criteria with examples. (25 marks)
3. Critique any theory of your choice and discuss an alternative theory to make up for its short-falls. (25 marks)
4. Nana Kwesi is conducting a research on the effect of television on the youth specifically about how they perceive the world. He is, however, stuck as to which theory to use to support his work. Help him out by explaining to him which theory he should use and why. (25 marks)

END OF PAPER