



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF FIRST SEMESTER EXAMINATION: MAY 2021

DEPARTMENT OF COMMUNICATION AND
LANGUAGE STUDIES

COMM 303: COMMUNICATION THEORIES AND MODELS

TIME ALLOWED: TWO (2) HOURS

STUDENT ID No......

INSTRUCTIONS:

ANSWER ONLY TWO (2) QUESTIONS IN THE ANSWER BOOKLET

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

LECTURER: Ms. Denise D. Duncan

1. Critique any communication theory of your choice and discuss an alternative theory to make up for its short falls. **(30 marks)**
2. What does the Social Learning theory posit? List and explain any (6) concepts of the theory with examples. **(30 marks)**
fact, base for argument
3. Ephraim is conducting a research on social media use and the youth. 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. **(30 marks)**
4. According to me the effect of media messages is direct, immediate, and powerful. Discuss with examples which theory I am. **(30 marks)**
5. Your uncle wants to make sure that his money is not going to waste as he is putting you through University. Convince him by telling him what a theory in communication is and explain the four (4) aims of mass communication theories with two (2) examples each. **(30 marks)**

END OF PAPER