

# **CENTRAL UNIVERSITY**



## **FACULTY OF ARTS AND SOCIAL SCIENCES**

### **DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES**

END OF FIRST SEMESTER EXAMINATION – 2023/2024

COMM 309 COMMUNICATION THEORY

LEVEL: 300

SESSION: MORNING

DATE: FEBRUARY 15<sup>TH</sup> 2024

DURATION: 2 HRS 30 MINUTES

STUDENT ID No. ....

INSTRUCTIONS: ANSWER ALL QUESTIONS IN SECTION A AND 2 FROM SECTION B

ANSWER ALL QUESTIONS IN THE ANSWER BOOKLET

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

Examiner: KOFI AKPABLI

**SECTION A (20 marks)**

**Answer all questions**

**Read carefully and answer the questions which follow:**

1. What is the main idea of the Agenda Setting Theory? (2 marks)
2. Who proposed the Agenda Setting Theory? (2 marks)
3. How would you describe Framing? (2 marks)
4. According to me the effect of media message is direct, immediate and powerful. Who am I? (2 marks)
5. What does the two Step Flow Theory say?(2 marks)
6. Will an opinion leader in one sector always be an opinion leader in another sector?  
Yes or No (1 mark)
7. List the three factors leading to the development of the Hypodermic Needle Theory (3 marks)
8. State one core assumption of the Gatekeeping Theory (2 marks)
9. Who propounded the Cultivation Theory? (2 marks)
10. What does the Uses and Gratification Theory say? (2 marks)

**SECTION B**

**ANSWER TWO (2) QUESTIONS**

1.
  - a. What is the role of theory in society? (4 marks)
  - b. Describe four elements of a good theory with an example of each. (16 marks)
2. Your friend enjoys Nollywood movies. She can binge on them all day and she knows the all the actors and actresses as well as their movie profiles.
  - a. Discuss the theory in effect here. (4 marks)
  - b. List and explain four concepts of this theory with examples (16 marks)

3. Amaki has just been employed at Total Kenya as a public relations executive. She has noticed this colleague who is intelligent and would like to know him but she feels a bit uncomfortable.
- Explain the theory at play in the scenario. (4 marks)
  - Discuss four axioms/concepts Amaki would have to apply in attaining his relationship goal with this colleague.

(16 marks each)

4. Your Department of Communication and Media Studies is conducting research on social media use among CU Students. The department is debating which theory to use to support the project. Contribute to this research by justifying which theory would be most relevant.

(20 marks)