



UNIVERSITY EXAMINATIONS
FIRST YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF
MASTER OF COMMUNICATION STUDIES
FIRST SEMESTER 2021/2022
(FEBRUARY-JUNE, 2022)

MCOMS 801: COMMUNICATION THEORY

STREAM: Y1 S1

TIME: 3 HOURS

DAY: TUESDAY, 9:00 AM – 12:00 PM

DATE: 28/06/2022

INSTRUCTIONS:

- 1. Do not write anything on this question paper.***
- 2. Answer Question ONE (Compulsory) and any other TWO Questions.***

QUESTION ONE

- Explain **five** ways in which scholars arrive at communication theories. (10marks)
- Describe any **two** theories under each of the following mass communication perspectives:
 - Limited effects perspective (3marks)
 - Modified limited perspective (3marks)
 - Major effects perspective (4marks)
- Discuss induction and deduction as concepts in the context of communication theories. (10marks)

QUESTION TWO

- Explain the rationale behind the normative communication theories (7marks)
- Discuss the relevance of the normative theories in the study of mass communication. (8marks)

QUESTION THREE

In the context of mass communication, discuss the similarities between agenda setting and cultural norms theory. (15marks)

QUESTION FOUR

a) Discuss the following models in relation to persuasion communication theories

(i) Psychodynamic model (8marks)

(ii) Social-cultural model (7marks)

QUESTION FIVE

a) Discuss the main tenets of the commodification of culture theory. (7 marks)

b) Describe the relevance of the commodification of culture theory in the study of mass communication. (8marks)