



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**  
**BACHELOR OF ARTS IN COMMUNICATION**  
**END OF SEMESTER EXAMINATION**  
**BAC 1204: COMMUNICATION THEORY**

**DATE: 16<sup>th</sup> March 2018**

**Time: 08:45 – 10:45**

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**Instructions**

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

**Question One**

1. Distinguish between communication theory and a paradigm. (3 marks)
2. Based on what you have learnt in Communication Theory lessons, give three arguments to justify the need to have this subject taught to BA Communication students. (6 marks)
3. Discuss the critical theories paradigm and the systems theories paradigm. (4 marks)
4. Using relevant examples, demonstrate three ways in which Cicero contributed to the practice of public speaking today. (5 marks)
5. As you have learnt from your communication theory classes, all theories have weaknesses. Discuss two criteria that you would use to evaluate a theory (3 marks)

**Read the following dialogue and answer the questions that follow:**

**Lucy:** Yipee! Thank God it is Friday! I am so excited! My roommates and I are having a movie night, and we have also planned to prepare a special dinner.

**Mercy:** Uhh! I dread going back to the hostel.

**Lucy:** Why? I thought going to your hostel room on a Friday evening is like going home to your parents.

**Mercy:** That ought to be true, but in my case it is not. A few months ago when I moved into that hostel, it felt like that. Whenever one of us got back to the hostel from college, we would hug, smile and ask each other how the day was. We would then cooperate in all activities that we had in the hostel. It was fun, and it was so warm to go there after a long day at school. Things have changed so much these days. Whenever I walk in, my roommates do not even look up to see who it is. When I say hello, they ignore me. I am not sure I can take it anymore.

**Lucy:** Oh! That sounds uncomfortable. Would you like us to sit somewhere and talk about it?

**Mercy:** I would appreciate that. Let us go to the Student Centre. (As they walk to the Student Centre) Do you know that one of my roommates began wearing my clothes without asking me to allow her? She would then use my toiletries and never compensate me. When I asked her to stop it, she was upset. Then they she ganged up with my other roommate, told me how ugly I am, and they even said that no wonder Mike broke up with me. When I walk in they do not talk to me. They just make faces as though I am so disgusting. I feel so frustrated to the extent that I have begun questioning my worth. I actually do not feel safe sleeping in that room.

**Lucy:** You are such a beautiful, intelligent and pleasant person. You must not let those girls put you down. However, I understand why you feel frustrated and unsafe. Look! Let's go have a chat. Then you can come to our hostel this evening and spend the night with us.

**Mercy:** Will your roommates be okay with that?

**Lucy:** Sure. We always invite our friends to visit, especially on Friday evenings. In fact, bring a few of your personal effects. We have an extra bed, and you can stay with us while you talk to your parents and figure out what to do.

**Mercy:** That is very kind of you. Thank you so much.

## Questions

- a) Based on what you have learnt about inter-personal communication, offer a definition of communication climate, and describe the communication climate in Mercy's hostel room.  
(3 marks)
  
- b) Explain the dialectical theory, and based on the nature of information from the dialogue, predict two relational dialectics that Mercy is likely to encounter in her relationship with Lucy.  
(6 marks)

## Question 2

Your brother is about to join the university. He is so excited about it, but you are a little worried about the increasing cases of substance abuse in Kenyan universities.

- a) Identify and explain one theory that you would apply in preparing messages to help him resist peer persuasion hence keeping him safe from substance abuse. (3 marks)
- b) Using relevant examples, identify four areas in which your brother is likely to be negatively persuaded, and for each area create suitable messages that would create resistance to persuasion in your brother. (12 marks)

## Question 3

Read the following dialogue and answer the questions that follow.

**Chris:** Hey Lilian! I haven't seen you this year. Happy 2018!

**Lilian:** Come to think about it. The last time we met was in December last year just before you travelled to Mombasa, and now we are in March! It has been quite a while.

**Chris:** I remember, and you were planning to visit your folks in Busia. How was it?

**Lilian:** I didn't travel to Busia.

**Chris:** (Surprised) Why? You had already bought your ticket in readiness to travel the following week.

**Lilian:** That's true, but after watching a lot news on so many traffic accidents on TV, I developed immense fear of travelling. I just decided to stay in my house.

**Chris:** Poor you! It does not mean because accidents are happening you will be in one.

**Lilian:** I know, but I am so afraid that I am not sure about the next time I will do long distance travel.

Based on the dialogue above:

- a) Identify a theory that can be used to explain Lilian's feelings, and explain what the theory suggests. (4 marks)
- b) With relevant examples, discuss two other current areas of life in Kenya in which the theory you have identified may apply. (5 marks)
- c) Compare and contrast the magic bullet theory with the uses and gratification theory in the light of the relationship between the media and media users. (6 marks)

#### **Question 4**

- a) Offer a definition of organizational communication and discuss any four roles of organizational communication. (8 marks)
- b) Briefly explain the propositions of Max Weber's Bureaucratic theory and identify any two principles of bureaucracy. (7 marks)

#### **Question 5**

- a) Define the term globalization and explain two factors that have contributed to globalization. (4 marks)
- b) Explain the modernization theory, and briefly discuss the events that surrounded the development of this theory. (5 marks)
- c) Discuss the participatory communication theory, and explain why it is a suitable approach to communication for development. (6 marks)