



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

Date: 13th March 2024

Time: 15:30 – 17:30

Instructions

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

QUESTION ONE (Compulsory)

- A) Give three reasons why theories are an important part of communication studies.
(6 marks)
- B) Explain the connection between communication theory and research. (4 marks)
- C) Describe any TWO communication contexts and for each describe one relevant theory that you would apply when conducting research. (8 marks)
- D) Discuss any THREE of the traditions used by Robert Craig to categorise communication theory. (9 marks)
- E) Elaborate why groupthink is a communication theory. (3 marks)

QUESTION TWO

The course work in one of the units that you are taking this semester comprises group work. However, your group members are new classmates that you have not worked with previously.

- A) Use a relevant communication theory to show how you will seek information to reduce uncertainty about your fellow group members. (10 marks)
- B) Highlight how the Expectancy Violations Theory may apply to your interactions in the group. (5 marks)

QUESTION THREE

- A) At birth, we have neither minds or selves. We develop both through interaction with others. Apply a relevant theory to elaborate the statement. (6 marks)
- B) Use the Social Penetration Theory to describe how a friendship with a classmate has evolved since you joined university. (9 marks)

QUESTION FOUR

You have recently been chosen to spearhead a mental health awareness campaign targeting Strathmore students.

- A) Illustrate how Elaboration Likelihood Theory would help you persuade the students on the importance of mental health awareness. (9 marks)
- B) How would inoculation help in the context above? (6 marks)

QUESTION FIVE

- A) Marshall McLuhan is considered a key figure in mass communication studies. Give two reasons why. (4 marks)
- B) Discuss any TWO mass communication theories. (6 marks)
- C) Apply cultural studies approach to critique how media operates. (5 marks)