



Strathmore
UNIVERSITY

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

DATE: Friday, 15th March 2019

Time: 11:30 – 13:30

Instructions

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

Question 1

1. Define the terms theory, then explain three roles of theory in communication. (7 marks)
2. Discuss two criteria that you would use to evaluate a theory. (5 marks)
3. To fully appreciate the current state of communication study, it's important to have a historical perspective. With this in mind, trace the historical development of the study of communication from the Classical period through to the Enlightenment period. (18 marks)

Question2

HIV is one of the gravest issues that university students in Kenya have to grapple with. Drawing from what you have learnt in Communication Theory class, explain the tenets of the health belief model, discuss its components and demonstrate in detail how you would use this model to persuade university students against risky behavior that would lead them to HIV. (15 marks)

Question 3

- a) Assume that you are a journalist working with one of the media houses in Kenya. What four news values would you apply to ensure that your story is newsworthy? (8 marks)
- b) Compare and contrast the magic bullet theory and the uses and gratification theory.

(7 marks)

Question 4

- a) Using the Onion Model by Altman and Taylor, explain the Social penetration theory (4 marks)
- b) With relevant examples, explain the Social Exchange Theory. Be sure to highlight at least two of its assumptions. (5marks)

- c) Discuss the stages of the social exchange theory. (6 marks)

Question 5

- a) Using a relevant example explain the diffusion of innovation theory and discuss the adopter categories of the theory. (9 marks)
- b) Discuss three factors that influence the adoption of an innovation. (6 marks)