



**Strathmore**  
UNIVERSITY

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

**Date: 25<sup>th</sup> March 2022**

**Time: 13:00 – 15:00**

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**Instructions**

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

**QUESTION ONE (Compulsory)**

**(30 marks)**

A) Robert Craig views communication theory from a framework that examines how the various theories can be used to investigate and solve communication problems. Using this viewpoint, illustrate how any **THREE** of Craig's seven traditions of communication theory can be used to understand communication issues. (12 marks)

B) The Communication field is a broad discipline that developed into various areas of study. Briefly describe any **FOUR** of those areas. (12 marks)

C) Using a theory of your choice, demonstrate how theories are used to guide research. (6 marks)

**QUESTION TWO****(15 marks)**

A) You have just left a shop where you bought a pair of shoes that you really like. You stop outside the window of another shop where you see another pair of shoes that looks even better than that the one you bought. Use a relevant theory to justify your purchase. (7 marks)

B) You are expected to give a speech to high school students on how to resist peer pressure. Using an appropriate theory elaborate how you would design your message. (8 marks)

**QUESTION THREE****(15 marks)**

A) You are a freshman at university. You are in the process of getting to know your classmates and making friends. Using a relevant theory illustrate how you are likely to deal with uncertainty so as to predict whether someone you have just met might turn out to be a good friend. (7 marks)

B) Some friendships are strengthened by self-disclosure while others slowly deteriorate. Discuss the statement using a relevant theory. (8 marks)

**QUESTION FOUR****(15 marks)**

A) Analyse the concept of the **looking glass self** using Mead's symbolic interactionism. (6 marks)

B) Using an example for each, briefly discuss the following three theories: (9 marks)

- i) Organisation culture
- ii) Agenda setting
- iii) Cultivation analysis

**QUESTION FIVE****(15 marks)**

A) Using the cultural studies viewpoint, discuss ways in which media have preserved the current political and economic status quo. (6 marks)

B) One of the best known ideas propagated by Marshall McLuhan is "the Medium is the message". Discuss McLuhan's concept in relation to social media usage and its impact on society. (9 marks)