



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
Bachelor of Arts in Communication
End of Semester Examination
BAC 1204
Communication Theory

DATE: 6th March, 2017

Time: 14:15 – 16:15

Instructions

Answer all questions in the answer booklet provided.

Answer question one, and any other 2.

Each answer requires a comprehensive introductory statement.

Question one

(30 marks)

Foss, Foss and Griffin (1999) define theory as, “a way of framing an experience or event an effort to understand and account for something and the way it functions in the world” (p. 8).

- a) Trace the development of the study of communication to date, and give specific detail of the periods and the controlling arguments for each. (15 marks)
- b) Give 3 functions of theory (6 marks)
- c) Discuss one communication theory and explain how it adheres to any of the functions in b) above. (6 marks)
- d) Why is it important to understand communication theory? (3 marks)

Question two

(15marks)

Pick a different theory from the one discussed in Question 1 and:

- a) Discuss the gist of the theory (3 marks)
- b) Explain its merits (3 marks)
- c) Explain its demerits (3 marks)
- d) Discuss its application in a scenario (6 marks)

Question three

(15 marks)

What are critical theories? Consider 3 of them, and for each, examine its origin, composition, how it works, its strengths, and weaknesses, and why it is a critical theory. Give valid examples to support your answers.

Question Four

(15 marks)

Apart from the critical paradigm, pick another theoretical paradigm (2 marks) and discuss a communication phenomenon or recent communication occurrence under it (4 marks), extensively explaining, among other things, why and how the phenomenon fits under that paradigm (4 marks) and no other. Apply a specific theory you have learnt in any of your communication units to help you explain it (5 marks).