



Strathmore
UNIVERSITY

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

DATE: 20th April 2021

Time:12:00 – 14:00

Instructions

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

QUESTION ONE

- a) Using an example, describe the term communication theory. (3 marks)
- b) Using examples, explain TWO reasons why theories are important in communication research. (5 marks)
- c) Illustrate how a theory of your choice can be used to guide research. (7 marks)
- d) Explain any THREE criteria used to evaluate a theory. (6 marks)
- e) Briefly describe any THREE of Robert Craig's seven traditions of communication theory. (9 marks)

QUESTION TWO

- a) Illustrate how the social penetration theory describes formation of relationships. (6 marks)
- b) Use a relevant theory to explain the statement: Violation of expected social norms should not always be judged as negative. (5 mark)
- c) Using Mead's symbolic interactionism theory describe the concept of self-fulfilling prophesy. (4 marks)

QUESTION THREE

- a) Demonstrate how group think impacts small group communication. (6 marks)
- b) Illustrate how communication processes create organizational character and culture. (9 marks)

QUESTION FOUR

- a) The medium in which communication occurs contributes to the shape of society. Explain. (6 marks)
- b) George Gerbner argued that heavy consumption of media content “brings about a shared way of viewing the world”. Using examples, explain Gerbner’s statement. (9 marks)

QUESTION FIVE

- a) Discuss how the uses and gratifications theory has been expanded by the advent of social media. (8 marks)
- b) Briefly explain how the critical tradition tackles the question of power and privilege in relation to media. (7 marks)