



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ART IN COMMUNICATION

**END OF SEMESTER EXAMINATION
BAC1204: COMMUNICATION THEORY**

Date: Wednesday, 11th March 2020

Time: 13:00 -15:00

Instructions

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

Question 1

1. Define the term theory and explain two roles of communication theory. (5 marks)
2. Communication scholars form communication theories starting from their own personal interests, observations and questions about communication. If you were to develop a theory of communication explain the three steps suggested by Littlejohn and Foss that you would follow. (4 marks)
3. Define the term paradigm, and distinguish between the empirical laws paradigm and the Human rules paradigm. (6 marks)
4. Identify the four early periods of the study of communication. (2 marks)
5. Define the following terms: (6 marks)
 - a) Dialectic
 - b) Neoclassicism
 - c) The eclectic method of belletristic scholars
 - d) Epistemological school of rhetoric
 - e) The elocutionary approach
 - f) Rhetorical criticism

6. Distinguish between qualitative research and quantitative research. (3 marks)
7. Using two arguments, justify the need to study the History of Communication Study. (4 marks)

Question two

1. Discuss what the technological determinism theory states and demonstrate using two examples how this theory is manifested in the mass media. (6 marks)
2. Distinguish between hot medium and cold medium. (1 mark)
3. Explain the difference between the magic bullet theory and the uses and gratification theory. (8 marks)

Question three

- a) Discuss three dialectics that we undergo in interpersonal communication. (6 marks)
- b) Illustrate the stages of social exchange. (4 marks)
- c) Distinguish between the Social exchange theory and the Social penetration theory. (5 marks)

Question four

- a) Using an example of a communication technology in your society, explain the diffusion of innovations theory. Ensure that you discuss the stages of adoption of the technology. (11marks)
- b) Explain any two factors that affect the rate of innovation diffusion in a population. (4 marks)

Question 5

- a) In the earliest periods of the study of communication, trying to regain family property was one of the major social issues. Consequently, citizens sought public speaking and persuasive skills from speech teachers. With this in mind; define the term rhetoric and, explain the three artistic proofs necessary to persuade others as taught by Aristotle. (5 marks)
- b) HIV is one of the most serious 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, and demonstrate in detail how you would use this model to persuade university students against risky behavior that would lead them to HIV. (10 marks)