



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2020 /2021 ACADEMIC YEAR  
SECOND YEAR SECOND SEMESTER**

### **MAIN EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS  
COMMUNICATION**

**COURSE CODE: JMC 222**

**COURSE TITLE: THEORIES OF COMMUNICATION**

**DATE: 5<sup>TH</sup> OCTOBER, 2021**

**TIME: 2.00 - 4.00PM**

---

#### **INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

**TIME: 2 Hours**

*This Paper Consists of 2 Printed Pages. Please Turn Over. ►*

**KIBU** observes **ZERO** tolerance to examination cheating.

**QUESTION ONE - COMPULSORY (30 MARKS)**

- a) With clear examples, examine the relationship between theories and research. (15 marks)
- b) Highlight five ways in which you can use the Diffusion of Innovation theory to convince Kibabii university students to accept to take the Covid 19 Vaccine. (15marks)

**QUESTION TWO (20 MARKS)**

Explore five the relevance and application of the Uses and Gratifications theory. Cite the strengths and weaknesses of the theory.

**QUESTION THREE (20 MARKS)**

Examine five justifications in which the government may make use of the Authoritarian theory to control and regulate media in Kenya.

**QUESTION FOUR (20 MARKS)**

Using specific practical examples, from past regimes in Kenya, discuss five ways in which that regime used the totalitarian theory to curtail media freedoms.

**QUESTION FIVE (20 MARKS)**

Examine five reasons why the Libertarian theory of the press may not be the best option for the media in Kenya.