



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2021 /2022 ACADEMIC YEAR  
SECOND YEAR FIRST SEMESTER**

### **MAIN EXAMINATION**

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

**COURSE CODE: JMC 222**

**COURSE TITLE: THEORIES OF COMMUNICATION**

**DATE: 13<sup>TH</sup> MAY 2022**

**TIME: 2.00PM – 4.00PM**

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#### **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

## **SECTION A: COMPULSORY (30 MARKS)**

- a) Making reference to both old and new media, examine six ways in which the Media Convergence Theory is evident or visible in current mass media in Kenya (18 marks)
- b) Your JMC 222 Class has been mandated by the Kibabii University Management in collaboration with the Ministry of Health to sensitize men in the communities around Kibabii to accept to embrace the newly-launched Male Contraceptive which has not been very popular among majority of men in Kenya.  
Discuss six ways in which you can apply the Cognitive Dissonance Theory to convince men in Kibabii to begin using the contraceptive as a measure of family planning (12marks)

## **SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)**

### **QUESTION TWO (20 marks)**

Explore five ways in which the media in Kenya is currently applying the Agenda Setting theory in the coverage of the political campaigns in the country as we head to the August 9<sup>th</sup> General Elections.

### **QUESTION THREE (20 MARKS)**

Kenya is the leading East African country in terms of media investment and growth with several media conglomerates. Despite this scenario, the Libertarian theory may not be the best option for Kenya.

Support this statement with clear and practical examples from the media why in your opinion Libertarianism may not be the best option for the country.

### **QUESTION FOUR (20 MARKS)**

Basing your answers on the media and their audiences in Kenya, examine

- (i) Five ways in which the Gate-Keeping theory is practically applied in the Newsroom and for what purposes
- (ii) Five weaknesses of the Magic Bullet/ Hypodermic Needle Theory

### **QUESTION FIVE (20 MARKS)**

The President Moi government in Kenya, from time to time used the Totalitarian theory to control and regulate media in Kenya.

- (i) Discuss five justifications that the government may have rely on (10 marks)
- (ii) Explain why in your opinion, the government was to blame for unfair control and regulation of media in Kenya at that time (10 marks)