



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

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

SPECIAL/SUPPLEMENTARY EXAMINATION

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

COURSE CODE: JMC 222

COURSE TITLE: THEORIES OF COMMUNICATION

DATE: 29TH JULY, 2022

TIME: 8.00 - 10.00AM

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.