



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

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

### **SPPECIAL/SUPPLEMENTARY EXAMINATION**

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

**COURSE CODE: JMC 222**

**COURSE TITLE: THEORIES OF COMMUNICATION**

**DATE: 19<sup>TH</sup> JANUARY, 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) Discuss five ways in which various media related organizations and even the government have used the Social Responsibility theory to control and regulate the media in Kenya. (15 marks)
- b) Examine the relevance and application of the Systems theory to the management of a media conglomerate in Kenya (15marks)

**QUESTION TWO (20 MARKS)**

Explore five ways in which the framing theory is useful to students studying journalism in Kenya.

**QUESTION THREE (20 MARKS)**

Examine five ways in which the media in Kenya sets the agenda on daily basis

**QUESTION FOUR (20 MARKS)**

Evaluate five ways in which any one theory of your choice influences how advertisements are done in media in Kenya

**QUESTION FIVE (20 MARKS)**

Highlight the five ways in the Two-Step-Flow theory can be used in a media campaign