



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2022 / 2023 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

MAIN EXAMINATION

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

COURSE CODE: JMC 222

COURSE TITLE: THEORIES OF COMMUNICATION

DATE: 20TH APRIL, 2023

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) Discuss five ways on how the Gatekeeping theory is applied in a newsroom of a functional media station in Kenya on a daily basis. (15 marks)
- b) Generate five arguments to examine the relationship between theories of communication and research. Provide practical examples based on research that touches on media in Kenya and across the world. (15 marks)

QUESTION TWO (20 MARKS)

Most men in this country have been reluctant and even totally refused to take part in family control measures including Vasectomy. Explore five ways and steps in which the Cognitive Dissonance theory can be used in a Family Health Campaign to convince men in Kenya to accept to undergo Vasectomy as a family control measure.

QUESTION THREE (20 MARKS)

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

QUESTION FOUR (20 MARKS)

Making reference to a practical example, evaluate five ways in which the Persuasion and Social Influence theory has successfully been utilized in a Public Relations Campaign in Kenya.

QUESTION FIVE (20 MARKS)

Highlight the five ways in the Media Convergence theory is relevant to the digital media landscape in Kenya today.