



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF ARTS HUMANITIES SOCIAL SCIENCES &
CREATIVE INDUSTRIES
COMMON COURSE**

**COURSE CODE: CMJ 2103-1
COURSE TITLE: THEORIES OF MASS
COMMUNICATION**

DATE: 6TH DECEMBER, 2022

TIME: 0830-1030

INSTRUCTIONS TO CANDIDATES

1. Answer question ONE and any other TWO questions

*This paper consists of **THREE** printed pages. Please turn over*

QUESTION ONE (20 Marks)

- a. Explain what theory means in mass communication context
(2marks)
- b. Differentiate between a theory and a fact
(2 marks)
- c. Mass communication theories matter as they provide insight into how people consume media. As a student of journalism why must you study media theories?
(6 marks)
- d. Agenda setting theory acknowledges that news outlets impact the way that the public perceives the news. As an editor of a public service media, how would the agenda setting theory shape your perspective in news presentation?
(10 marks)

QUESTION TWO

Aristotle's model of communication is perceived as 'father' of other communication theories given its large influence. As a student of Aristotle how are the following elements are related to public speaking?

- i. Speaker **(2 marks)**
- ii. Speech **(2 marks)**
- iii. Occasion **(2 marks)**
- iv. Audience **(2 marks)**
- v. Effect **(2 marks)**

QUESTION THREE (10 Marks)

- a. Mass communication process is a chain made up of identifiable links. Explain the major elements of mass communication process
(6 marks)
- b. Explain what you understand by the tern "model" in the communication process
(1 mark)
- c. What are some of the objectives of the models of communication?
(3 marks)

QUESTION 4. (10 Marks)

- a. Media acts as a gate keeper when information is filtered and crafted before being published to the masses. In reflection to the gate keeping theory of mass communication justify the role of the following players in the gate keeping process.
 - i. Government agencies **(1 mark)**
 - ii. Media owners **(1 mark)**
 - iii. Managing editors **(1 mark)**
 - iv. Advertisers **(1 mark)**
 - v. Television station producers **(1 mark)**
- b. Discuss the view that mass media are agents of socialization **(5 marks)**

QUESTION 5. (10 Marks)

Enumerate the key functional roles of media in championing democracy in your country of origin
(10 marks)

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