



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

**2018/2019 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL
SCIENCES**

**BACHELOR OF SCIENCE IN
COMMUNICATION & PUBLIC
RELATIONS/JOURNALISM**

COURSE CODE: CMJ 2204

**COURSE TITLE: COMMUNICATION
THEORIES**

DATE: 23RD APRIL, 2019
4.30PM

TIME: 2.30PM-

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

This paper consists of 2 printed pages. Please turn over.

1. a) Define a theory in line with mass communication.

(5mks)

b) Discuss the functions of communication within a society.

(10mks)

c) Using examples, explain any three uses of theories in communication research.

(15mks)

2. Using the Kenyan context, discuss the major criticisms levelled against the media.

(20mks)

3. Describe how you would use Marshal McLuhan's assertions that 'the medium is the message' when designing a communication campaign targeting the youth.

(20 mks)

4. Elaborate on the role of opinion leaders in a society in line with the tenets of the Two-Step Flow Theory

(20 mks)

5. The Journalistic code of conduct entails that journalists should put in place certain measures that are designed to make them responsible in the discharge of their professional

duties. Discuss this in line with the tenets of the Social Responsibility Theory. **(20mks)**

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