



MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER EXAMINATIONS

JOURNALISM AND MASS COMMUNICATION

FINAL EXAMINATION

COURSE CODE: JMC 208

COURSE TITLE: THEORIES OF COMMUNICATION

DATE: 20/04/2023

TIME: 8.00 am-10.00 am

INSTRUCTIONS:

Answer only Three (3) Questions.

Question 1 (One) is compulsory

Time: 2 Hours

This paper consists of two (2) printed pages. Please turn over.

1. Theory is about what we know and how we know it.

(a) Describe their functions, which is why scholars are fond of them whenever they undertake research. (15 Marks)

(b) Explain any three types of theories (15 Marks)

2. In our lesson on communication, two terms, “Channel Noise” and “Semantic Noise”, will always pop up. Demonstrate by use of a sketch how communication is interfered with along the communication process and how a communicator can remedy the situation. (20 Marks)

3. Discuss reasons why under Authoritarian Theory in Western Europe the ruling class preferred control of freedom of expression. (20 Marks)

4. We communicate with others by directing a message to one or more of our senses: sight, sound, touch, taste or smell. Provide five example of we communicate.. (20 Marks)

JMC 107: MEDIA HISTORY & EMERGING ISSUES IN KENYA