

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF JOURNALISM  
AND COMMUNICATION**

**MJAC 801: COMMUNICATION THEORIES**

**STREAMS: MJAC  
HOURS**

**TIME: 3**

**DAY/DATE: TUESDAY 05/10/2021**

**8.30 A.M – 11.30 A.M.**

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**INSTRUCTIONS:**

- Answer any three questions.
- All question carry 20 marks.

**QUESTION 1**

- (a) Distinguish a theory from a model (5 marks)
- (b) Justify theories in scientific inquiry (15 marks)

**QUESTION 2**

Communication effects theories help us perceive cause-effects analysis in understanding phenomenon. Use any communication effects theory to clearly demonstrate the perceived effects on a given action. (20 marks)

**QUESTION 3**

Media does not tell us what to think, but what to think about. By identifying the theory upon which this stipulation is extracted, discuss the application of the theory in a media environment. (20 marks)

**QUESTION 4**

Diffusion theory is widely used in Development Communication. Discuss why this is so while articulating its pitfalls if any. (20 marks)

**QUESTION 5**

Demonstrate the contribution of normative theories in the achievement of media freedom and free press. (20 marks)

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