

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR AWARD OF DOCTOR OF PHILOSOPHY IN
COMMUNICATION AND MEDIA**

JAMC 901: ADVANCED COMMUNICATION THEORY

STREAMS:

TIME: 3 HOURS

DAY/DATE: TUESDAY 13 /07/ 2021

2.30 PM – 5.30 PM

INSTRUCTIONS:

QUESTION ONE (20 MARKS)

- a. Critically analyze the evolution of mass communication theory. [10 Marks]
- b. Classify mass communication theories into four categories. [10 Marks]

QUESTION TWO (20 MARKS)

Apply a communication theory to a mass communication research situation of your choice.

QUESTION THREE (20 MARKS)

Justify use of mass communication theories in communication research projects. Use detailed examples in your response.

QUESTION FOUR (20 MARKS)

Critique three mass communication theories of your choice.

QUESTION FIVE (20 MARKS)

Assume you have been instructed to conduct research to find out the different ways university students are interacting with the social network platforms. Provide the following items for the research project;

- (a) Research topic
 - (b) Rationale of study
 - (c) three objectives of the study
 - (d) theory
 - (e) Problem statement.
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