



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE  
DEGREE OF MASTERS OF ARTS IN COMMUNICATION  
STUDIES**

**CITY CAMPUS - DAY**

**AMS 801: ADVANCED COMMUNICATION THEORY**

Date: 1<sup>st</sup> December, 2016

Time: 2.00 - 5.00pm

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**INSTRUCTIONS:**

- Answer Question ONE and any other TWO.



1. There is an apparent hue and cry about the level of corruption in Kenya at the moment however some members of the Jubilee Party have decided to be silent. Using a relevant theory show what could be happening.  
(20 Marks)
2. You have just launched a new campaign t on hand wash in Kandiege area of Karachuonyo. Describe a theory which would best explain your campaign.  
(20 Marks)
3. The Nation Newspaper is being accused of bias in their reportage of the Health Ministry scam. Describe the theory that best explains this reportage.  
(20 Marks)
4. If you are to undertake a research entitled "An Analysis of the Media Coverage of the Kenyan Electioneering Process" explain a theory that would best describe study variables.  
(20 Marks)
5. Kenya prides itself as a young developing country. Show a theory that explains our usage of the press.  
(20 Marks)