

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2018/2019**

**YEAR 3 SEMESTER 1 EXAMINATION FOR THE DEGREE OF BACHELOR OF MASS COMMUNICATION**

**HSC 2301: THEORIES OF MASS COMMUNICATION**

**DATE: APRIL 2019 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO**

1a) Explain the meaning of the following terms as used in mass media theories:

i) Social scientific theory (2 marks)

ii) Normative theory (2 marks)

iii) Operational theory (2 marks)

iv) Heuristic provocativeness (2 marks)

v) Framing theory (2 marks)

b) Explain the relationship between media and society (10 marks)

c) Describe five (5) goals of mass communication theory (10 marks)

QUESTION 2

a) Mass communication has seen the rise of the notion of active audience. Discuss this idea using uses and gratification theory (10 marks)

b) Explain 5 effects of cultivation theory on audiences (10 marks)

3a) Explain any 4 normative theories of the press, use examples of support your answer

(12 marks)

b) Describe 4 effects of magic bullet theory (8 marks)

4a) Using an example in Kenyan context, explain how agenda setting theory influences audiences (10 marks)

b) Hot media and cool media. Explain the meaning of the two categories of media as stated by Marshall Mcluhan (10 marks)