



CHRISTIAN SERVICE UNIVERSITY COLLEGE

SECOND SEMESTER EXAMINATION MAY 2021

INTRODUCTION TO MASS COMMUNICATION THEORY BACS 304

Answer Three Questions, Question ONE and any two others

Time Allowed: Two and a half (2.5) hours

QUESTION ONE (30 marks)

- A) What is Mass Communication Theory
- B) Briefly explain each of the Four theories of the Press or Mass Media and indicate the underlying philosophy of each theory
- C) What are the key elements of the Agenda Setting Theory of Mass Media
- D) What is the Cognitive Dissonance Theory
- E) What is the main philosophy or argument behind the Uses and Gratifications Theory.
- F) Briefly define the Gate Keeping Theory

QUESTION TWO (20 marks)

- A) Explain the Three types of Theory
- B) Discuss Four characteristics of Theory
- C) Indicate Four reasons or objectives why the study of Mass Communication theory is useful
- D) Identify the Three types of Agenda Setting.

QUESTION THREE (20 marks)

- A) What are the Five broad categories of human needs
- B) State Three criticisms of the Uses and Gratifications Theory
- C) Examine Four features of the Gate Keeping Theory.
- D) Who are the brains behind the Agenda Setting and Uses and Gratification theories

QUESTION FOUR (20marks)

- A) State Two similarities and Two differences between the Libertarian and Social Responsibility Theories
- B) Which of the theories we have studied so far is a model for building resistance to persuasive attempts by offering counter arguments
- C) McGuire is the brain behind which Theory
- D) Explain Three features under the Hypodermic Needle Theory

QUESTION FIVE (20 marks)

- A) Name any Four of the factors that influence Gate Keeping.
- B) In what Two ways are the Totalitarian and Authoritarian theories similar and different.
- C) Discuss Three criticisms of the Gate Keeping Theory
- D) Identify the three most common types of priming