



# UNIVERSITY EXAMINATIONS

**1<sup>ST</sup> SEMESTER 2023/2024 ACADEMIC YEAR**

## **MASTERS EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES**

**COMM 812: COMMUNICATION THEORIES**

***STREAM: R***

***TIME: 3 HRS***

***DAY: WEDNESDAY (8.30-11.30AM) DATE: 20/12/23***

**THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)**

**PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.**



**INSTRUCTIONS:** Answer any **THREE** questions

### QUESTION ONE

Discuss the various approaches to communication and theory respectively (20mks)

### QUESTION TWO

‘Formulating and articulating a set of concepts is an important first step in theory building’  
Discuss (20mks)

### QUESTION THREE

Describe any five traditions of communication theory as described by Robert Craig. (20mks)

### QUESTION FOUR

Discuss any four theories of communication and give examples how they are used. (20mks)

### QUESTION FIVE

Briefly discuss the four dimensions of theories and give examples how they are used. (20mks)

